

ICE CREAM FIELD



February 1951

In this issue

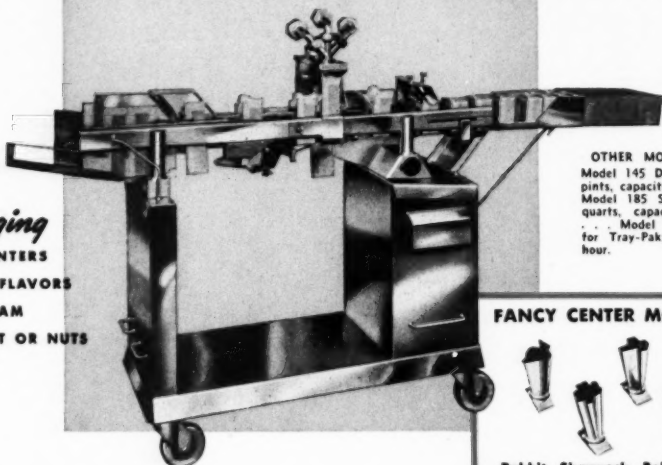
Topic-of-the-Month: Point-of-Sale Materials
1950 Production Drops 3%; West Coast Gains
Industrywide Centennial Program Scheduled
Federal Standards Hearings Begin in Capital

PLEASE ROUTE TO	Owner	Prod. Mgr.	Sls. Mgr.	Adv. Mgr.	Library

PINT PACKAGING PACEMAKER!

Anderson Model 175 Single Line Filler

CAPACITY... 3600 No. 2 PINT LINERLESS CARTONS PER HOUR



Faster Packaging

PLAIN OR FANCY CENTERS
ONE, TWO, OR THREE FLAVORS
VARIEGATED ICE CREAM
ICE CREAM WITH FRUIT OR NUTS

OTHER MODELS AVAILABLE!
Model 145 Double Line Filler for
pints, capacity 5,400 per hour . . .
Model 185 Single Line filler for
quarts, capacity 2,700 per hour . . .
Model 85 Single Line Filler
for Tray-Pak, capacity 3,600 per
hour.

FANCY CENTER MOLDS AVAILABLE



Rabbit, Shamrock, Bell, Heart, Cross, etc.

6 BIG REASONS WHY THE MODEL 175 IS SUPERIOR

Weight and Volume Control Users report large savings using the Model 175. Impartial tests show that from 1/4 to 1 ounce of ice cream per pint can be saved over hand filling.

Cleaner Packages Every step — from package forming to final folding — is automatic. That means cleaner, neater pint packages that have more eye-appeal, more sales appeal. It also means greater sanitation as no hands touch carton interiors.

Fast Packaging The Model 175 allows for unlimited speeds up to 60 pint packages per minute. It handles ice cream from one 60-gallon continuous freezer to three 150-gallon continuous freezers. The machine answers the need for speedy, economical short run filling.

Labor Saving The same crew can be on the job all year round. One user reports that after installation of the Model 175 help was cut down from nine people to three with the same output. Other savings include: laundry, water, social security, pensions, floorspace, etc.

Better Housekeeping The small floor space required and the ease in which the machine can be moved makes for simplified clean-up in the plant. All parts that contact ice cream are easily removed for washing and rinsing.

Easy to Operate The carton is the measuring cylinder; no time is lost in adjustment. The filler automatically synchronizes itself with speed of the freezer. Nozzles and piping are pre-cooled without loss of cartons by ice cream flowing from the freezer.



Use this Handy Coupon for Quick Information

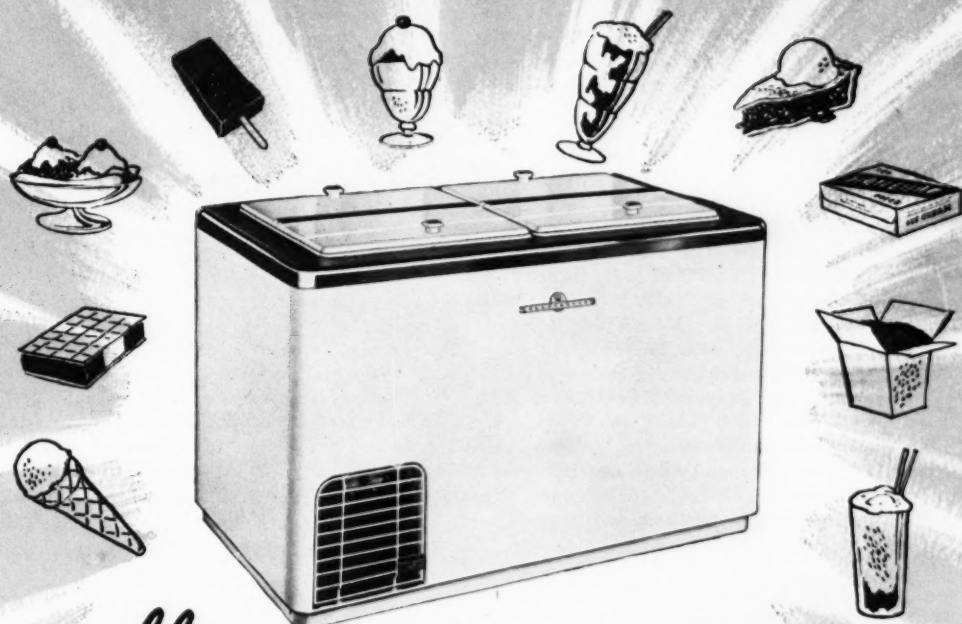
ANDERSON BROS. MFG. CO., ROCKFORD, ILLINOIS

Please Send Bulletin No. 2-2

Name

Address

LOADED with SALES-POWER- PACKED with DEPENDABILITY!



Trouble-Free

Kelvinator ICE CREAM CABINETS!

- You get** *all the things your dealers value most!*
- You get** *exact selection—a model for every type of installation!*
- You get** *all the construction and convenience features you've asked for!*
- You get** *unsurpassed experience in building low-temperature equipment!*

Eight new models . . . top-notch super-salesmen that are ready to build new profits for you for years to come. They're the brilliant new 1951 Kelvinator Ice Cream Cabinets! There's a star performer for any kind of store . . . any floor-space requirement! In every model you get the important advantage of *maximum capacity in minimum floor space*. You get greater durability, lower oper-

ating costs! Above all, you get unsurpassed dependability . . . backed by Kelvinator's 37 years' experience as pioneer builder of low-temperature equipment. For complete details, see your Kelvinator representative or write for your copy of Kelvinator's new Ice Cream Cabinet Catalog, Kelvinator, Division of Nash-Kelvinator Corp., Detroit 32, Michigan.

Kelvinator

Division of
Nash-Kelvinator Corporation,
Detroit 32, Mich.

THE BEST KNOWN NAME ON MODERN ICE CREAM CABINETS

Coming Events

FEBRUARY 14—Bloomington, Indiana; Meeting of the Central Illinois Dairy Technology Society.

FEBRUARY 14-16—Hotel Lafayette, Little Rock, Arkansas; Annual Convention of the Arkansas Dairy Products Association.

FEBRUARY 20-22—40th annual Dairy Industries convention of the Oregon Dairy Association at Corvallis campus of Oregon State College.

FEBRUARY 26 - MARCH 9—North Carolina State College Short Course in Ice Cream Making, State College Station, Raleigh. Ice Cream Conference (March 9) winds up the course.

FEBRUARY 27-28—Manhattan, Kansas; Kansas State College Dairy Industry Conference.

MARCH 7-8—Hotel Brown, Louisville, Kentucky; Annual convention of the Dairy Products Institute of Kentucky.

MARCH 12-17—Pullman, Washington; 20th annual Institute of Dairying, sponsored by the State College of Washington. Professor W. H. Bendixen, Department of Dairy Husbandry, will supply additional information.

MARCH 21-22—Ice cream short course at the University of Georgia, Athens, Georgia. Professor Henderson of the school's Department of Dairy Manufacturing will provide information on request.

MARCH 27-29—Madison, Wisconsin; University of Wisconsin's College of Agriculture Dairy Manufacturers Conference.

APRIL 15-18—Hotel Edgewater Beach, Chicago, Illinois; annual meeting of the American Dry Milk Institute.

APRIL 17-20—Atlantic City, New Jersey; 20th annual National Packaging Exposition, to be held in the Auditorium.

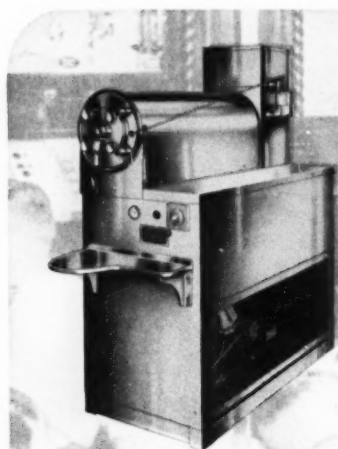
JUNE 5-7—Galen Hall, Wernersville, Pennsylvania; Annual convention of the Association of Ice Cream Manufacturers of Pennsylvania, New Jersey, and Delaware.

JUNE 5-8—Knoxville, Tennessee; 46th annual meeting of American Dairy Science Association.

SEPTEMBER—One-year course in dairy manufacturing and marketing at Cornell University begins this month. Enrollment is limited. Contact Professor Leigh H. Harden, Roberts Hall, Ithaca, New York. He is in charge of admissions for the school's College of Agriculture.

OCTOBER 30-NOVEMBER 1—Hotel Netherlands Plaza, Cincinnati, Ohio; Annual convention of the National Association of Retail Ice Cream Manufacturers.

NOVEMBER 5-8—Navy Pier, Chicago; 7th all-industry Refrigeration and Air Conditioning Exposition.



Sani-Serv

THE CONTINUOUS DIRECT-DRAW DAIRY FREEZER

MEETS POPULAR DEMAND

You meet popular demand and gain completely satisfied customers with the new 1951 Sani-Serv, the freezer designed to manufacture and dispense freezer-fresh frozen confections continuously. Sani-Serv gives you both increased capacity and increased profits; its design makes it suitable for any location. The Sani-Serv is sold outright by the manufacturer—no royalties, no franchises—your assurance of profits that remain yours and yours alone. For greater profits in '51 Sani-Serv is the one!

WRITE FOR COMPLETE INFORMATION

General Equipment Sales, Inc.

824 SOUTH WEST STREET • INDIANAPOLIS, INDIANA

BRAND NEW!

Introducing for
the First Time the
SAVAGE
M-L Merchandising Cabinet

HERE'S A FINE

new Savage merchandiser with greater capacity for greater sales! Yes... the new M-L features five ice cream compartments with four refrigerated partitions. Your product is next to refrigerated surface at all times.

But that's not all! Full-length top opening makes self-service easy and inviting—speeds up sales. Smart design and eye-catching ice cream pictures attract shoppers.

And like all Savage cabinets, the new M-L merchandiser is built to last, with all-steel construction, stainless steel top, tough enamel outside coating and permanent hermetic seal against moisture infiltration. Now, as never before, this Savage durability is vital to your business. So get all the facts. Write today for complete information. Savage Arms Corporation, Refrigeration Division, Utica 1, New York.



The
1951
SAVAGE
M-L
"Double Duty"
Merchandising
Cabinet



SPECIFICATIONS

Length 65 1/4 inches
Width 30 inches
Height 51 1/4 inches
(to top of superstructure)
Condensing Unit
1/2 h.p.

It Sells and Stores



Studying

Even boys study when they are interested.

Here at Vanilla Laboratories, we have been interested in Vanilla problems for over thirty years and have constantly studied how to help our customers, both old and new, to get the most out of the Vanilla they use.

Always, we are studying new methods and ways to maintain our guarantee of year 'round uniform quality and prompt, accurate service.

1951 bids fair to be quite a year. Perhaps by studying your product, we could mutually select an improved Vanilla flavor for the same or less money.

Vanilla
LABORATORIES, INC., ROCHESTER, N. Y.
PURES • BLENDS • CONCENTRATES • POWDERS



IT'S AN OPEN SECRET...a secret that helps make one ice cream superior to another. John Public, enjoying a dish of ice cream, knows little about its contents...he only knows what he likes. But more and more ice cream lovers are switching to ice creams stabilized by SPA* gelatine.

Ice cream doesn't need much stabilizer, but it needs that little drop *very much* to satisfy John Public. SPA performs the functions of a stabilizer to perfection because it was created by a unique new process to make ice cream more delicious. When John Public eats ice cream stabilized by SPA he finds it ice free, smooth and mellow. He takes a bite and gets all the wonderful flavor instantly, without having to force the flavor out by tongue pressure. Because SPA itself is a pure food, it logically belongs in a food product.

SPA can help you give your customers the kind of ice cream they want. Yet it's not expensive. In fact, it costs less to use than ordinary gelatines! That's another reason why you should try it in your mix. We'll send you a generous sample for the asking.



B. Young & Company of America, Ltd.

20 EXCHANGE PLACE • NEW YORK 5, N. Y.
Famous as makers of fine English gelatines since 1818.

THE OLDEST NAME IN GELATINE IS YOUNG

mark of EXCELLENCE



FIRST IN VALUE—Every Anheuser-Busch cabinet is designed

to deliver more usable space. The 4-hole double

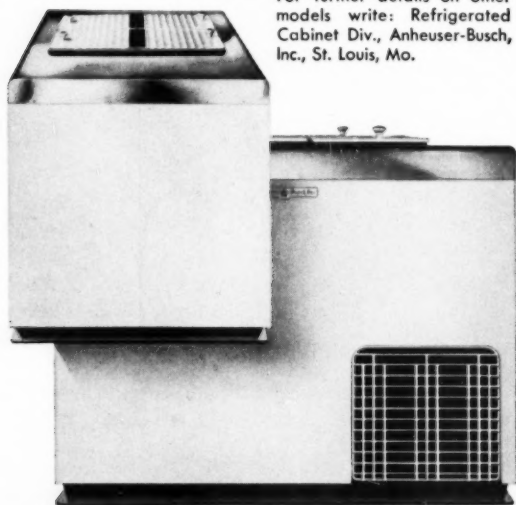
row self-contained model shown has a capacity of

8.4 cu. ft.! Compare it with any other make and

see for yourself why Anheuser-Busch is tops in

QUALITY and first in **VALUE**.

For further details on other models write: Refrigerated Cabinet Div., Anheuser-Busch, Inc., St. Louis, Mo.



4-HOLE DOUBLE

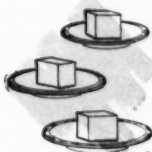
REFRIGERATED CABINET DIVISION
ANHEUSER-BUSCH, INC.
ST. LOUIS, MISSOURI



**MARATHON'S
"individual"
LINERLESS
ICE CREAM CARTON**

Sell it to institutions

(...and commercial establishments!)



Quick, Uniform Servings!

"Individuals" are a boon for schools, hospitals, restaurants... *any place* where quantities of ice cream must be handled! They speed service, and protect each serving of ice cream until used, eliminating waste. A quick pull of the flap opens the package for serving *directly* onto plate or into glass... eliminates time-consuming dipping or slicing! "Individuals" assure uniform *servings* of ice cream... and uniform *quality* of sodas, sundaes, milk shakes and other ice cream specialties.

Accurate Cost Control!

Every "Individual" carton contains a sanitary *measured portion* of ice cream, guaranteeing accurate cost control for schools, hospitals, and other state and private institutions, in addition to commercial establishments. And... these easy-to-stack, *rectangular* cartons permit storage of a variety of flavors in a limited space. Never any waste, either, for each serving-size carton is *unopened* until used, banishing "leftover" ice cream!



* Sell "Individuals" to the home market, too! These convenient packages let homemakers store a fountain selection of flavors in an ice cube tray! Grand for parties and everyday eating!

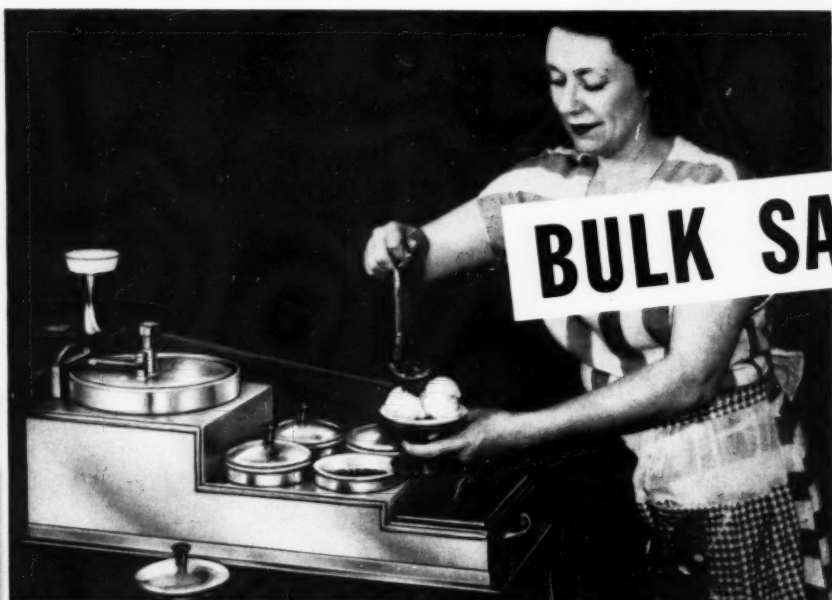
Protective Packaging

FOR AMERICA'S FINEST FOODS

MARATHON

* Available in 3.2, 3.5, 4, 5 and 6 oz. sizes. For further information, see your Marathon representative or write Marathon Corporation, Menasha, Wisconsin.





BULK SALES?

GREATER THAN EVER!

HELMCO-LACY FOUNTAINETTE (T.M.)

Bulk ice cream sales are greater than ever!—That's the report from ice cream processors who use the H-L FOUNTAINETTE in their merchandising program.

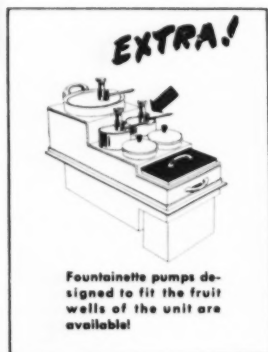
FORMER DRY STOPS ARE TURNED INTO BULK USERS—Any candy store, gas station, movie theater, school store, grocery or sandwich shop can dispense bulk ice cream dishes in volume.

WALKING SUNDAES and many other volume building, high profit items are simple with the low cost FOUNTAINETTE.

MERCHANDISE WITH THE FOUNTAINETTE
Do as other processors are doing. Make the FOUNTAINETTE available to your

retail outlets. Helping them sell more means increased business for you—**AT NO EXTRA COST!** Remember, the H-L FOUNTAINETTE, constructed of satin finish aluminum alloy, is all the equipment needed to turn a standard freezer cabinet into a profit building fountain. A space adjusting plate permits the FOUNTAINETTE to snugly fit any cabinet opening from 10" to 11" wide and 19" to 24" long.

SALES MANAGERS—DO IT NOW—WRITE NOW FOR FULL DETAILS ON HOW YOU CAN SELL MORE BULK ICE CREAM THROUGH THE FOUNTAINETTE—AT NO COST TO YOU. WRITE FOR FULL DETAILS—



Fountainette pumps designed to fit the fruit wells of the unit are available!



1215 W. Fullerton Avenue, Chicago 14, Illinois

Eastern Sales Office: 122 E. 25th St., N.Y. 10

Western Sales Office: 950 S. Flower St., L.A. 15



NET PROFITS

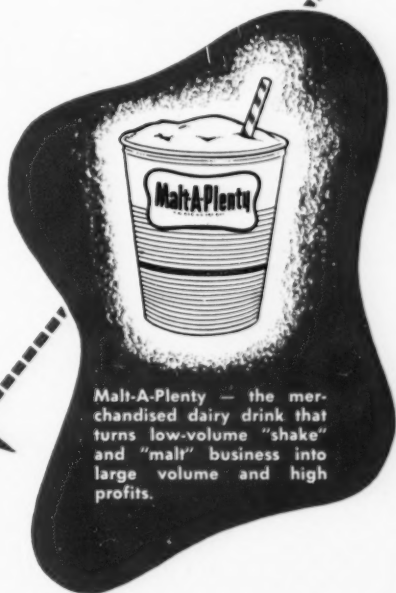
Malt-A-Plenty adds extra volume to your sales without increasing overhead. Therefore, all profits realized from Malt-A-Plenty sales are NET PROFITS for you.

One ice cream manufacturer says Malt-A-Plenty sales pay his overhead. Another gives Malt-A-Plenty credit for making his business show a net profit for the year.

Perhaps a Malt-A-Plenty franchise is open in your area. Write, today, and get the facts.

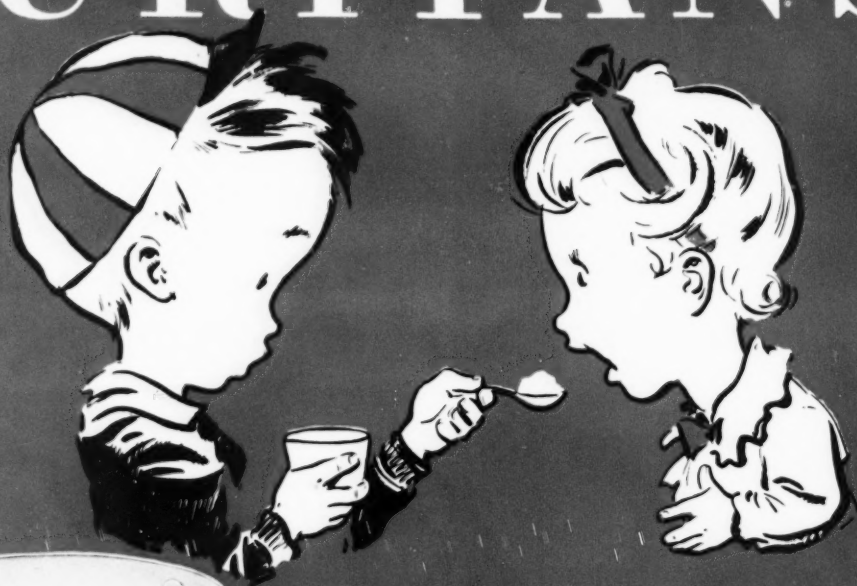
MALT-A-PLenty, INC.

1635 E. 11th STREET
TULSA, OKLAHOMA



Malt-A-Plenty — the merchandised dairy drink that turns low-volume "shake" and "malt" business into large volume and high profits.

PACK IT IN PURITANS



New! 5 oz. SUNDAY CUPS

Both special and stock prints

You can bet this little fella's making a hit!

Good ice cream packed in Puritans is making a hit for scores of packers, too.

Besides the appealing Puritan containers themselves, there is the SERVICE that goes with them. Right from the start, we make a special effort to give satisfying service for special and stock design orders. This includes working out every angle of your container problem possible, including setting up convenient shipping dates of quantities that will not overload your inventory. And most important, you'll get just the right design to dramatize your brand name.

Why not sample the Puritan service yourself?



THE AMERICAN PAPER GOODS CO.

KENSINGTON, CONNECTICUT • CHICAGO, ILLINOIS

SINCE 1893

LET US PROVE IT TO YOU*

National  *Company*



*For Ice Cream and
Low Fat Mixes...*



For Sherbets and Ices...



For Fruit and Juice....



COPENA Special
The Quality Stabilizer Emulsifier

NA-PE-CO
The All-purpose Emulsifier

SURE-BET
*For Over 25 Years...The
Standard For High Quality*

FRUIT TOPPING POWDER
with Fruit Topping Acid

***Are Better Stabilizers Right Down the Line**

National  *Company*
2456 W. CULLERTON ST. CHICAGO 8, ILLINOIS

**OVER 26 YEARS EXPERIENCE
PREPARING STABILIZERS
FOR THE ICE CREAM INDUSTRY**

*Every gallon of ice cream, sherbet and fruit ice starts out as so many pounds of raw ingredients. It is the *Quality* of those ingredients that makes a *Quality* product. National Pectin Products is proud of the *Quality* of its products. We invite you to write for sample quantities ... to try National's *Quality* stabilizers.

You Will Make a Better Product When You Use a *National* Stabilizer or Emulsifier

The A-B-SEES of SELLING ICE CREAM!

A

THIS IS A PICTURE-MINDED AGE

- Largest Circulation Magazine—LIFE—a picture magazine!
- Largest Circulation Newspaper—N. Y. News—a picture paper!
- Newest Advertising Success—TV—a picture medium!

B

ICE CREAM MEN AGREE

In a survey made in November, 1950, by the International Association of Ice Cream Manufacturers

- 94.08% felt that open top merchandising cabinets with illuminated super-structures increase Ice Cream Sales
- 78.56% Preferred illuminated ice cream pictures, for merchandising purposes, to mirrors showing the actual product.

see

how **PLASTIKOLOR-PIX** puts appetite appeal to work on YOUR CABINETS!



Plastikolor-pix are sensational new full color transparencies that go far beyond other past color transparencies in appetite appeal—in sales appeal. Merchandiser pictured above, in gleaming enameled steel to match your cabinet, with 2 plastikolor-pix in crystal plastic frames, plus flavor panel. Attaches in moments with suction grips. Includes merchandiser, 12 Vinylite plastic flavor strips and 2 lighted sign strips—

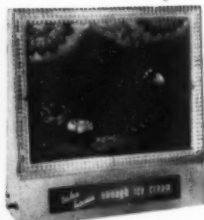
with 2 pix.....	\$16.45
with 6 pix.....	\$22.45

**10% Increase in Sales Guaranteed
Or your Money Back!**

Order direct from

WM. MELISH HARRIS ASSOCIATES
52 VANDERBILT AVE. NEW YORK 17

Ask for free "Catalogue Pix"



The original single Pix Liter with one fountain or "Take Home" picture. \$6.65.



Another Bastian-Blessing Development That Boosts Ice Cream Gallonage

With Bastian-Blessing's revolutionary new Coldpoint Beverage Dispensing System, taste-tempting "black cows" (root beer and ice cream), refreshingly chilled and perfectly proportioned, can now be served in a matter of seconds. After dipping the ice cream, a mere push of the handle draws the desired ratio of root beer syrup and soda, regardless of the size glass used. This ice cream drink can thus be merchandised in a manner never before possible, and your gallonage boosted accordingly.

Besides root beer, any carbonated beverage or fruit base plain water drink can be dispensed. As the name Coldpoint implies, both the soda and syrup lines are mechanically refrigerated and kept *cold* right up to the *point* of delivery. The first drink—and every drink

—is refreshingly chilled for flavor-perfect taste. All ice cream added to these drinks maintains the best possible consistency and taste appeal.

Tell your outlets about this amazing fountain development by Bastian-Blessing. Tell them that with Coldpoint they get not only a wonderful new customer attraction but also a dispenser that needs no ice ...takes up no valuable counter space...requires no extra syrup rail space. Tell them, too, that the operation of the system is so simple that even the most inexperienced fountain help will do an excellent job every time. And the cost of the unit is so low that the savings on ice and syrup will pay for it in a surprisingly short period. It is available now, factory installed, on all new Bastian-Blessing soda fountains.



The **BASTIAN-BLESSING** *Company*

4212 W. Peterson Ave., Chicago 26, Ill.

Qualified Sales and Service Outlets in all Principal Cities

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ICE CREAM FIELD

VOL. 57

February

NO. 2

**A GRANT
THE MODERN
MAGAZINE
OF THE
ICE CREAM
INDUSTRY
PUBLICATION**

Staff: HOWARD B. GRANT, Publisher; SIDNEY M. MARAN, Editor; DR. C. D. DAHLE, Tech. Editor; ALEX E. FREEMAN, Business Manager; HARRY STAAB, Art Editor; JAY M. SANDLER and LOUIS TRANZILLO, JR., Adv. Mgrs.

ICE CREAM FIELD is published monthly at 3110 Elm Avenue, Baltimore, II, Md., by I. C. F. Publishing Co., Inc. Address editorial and advertising communications to the New York office, 19 W. 44th St., New York 18, N. Y. Entered as 2nd class matter at the post office at Baltimore, Md., under the act of March 3, 1879. Subscription rates yearly, \$2 in the U. S. \$2.50 in Canada, \$3 foreign; single copies 25c in the U. S. and Canada, 35c foreign.



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Original contract to be held by buyer. The duplicate to be returned to seller.

CONTRACT New York

Contract No. _____

Sterwin Chemicals, Inc.
DAUGHTER OF STERLING BROS. INC.
 1450 BROADWAY
 NEW YORK 18, N. Y.

SOLD TO	
ARTICLE	
QUANTITY	
STYLE AND SIZE OR PACKAGING	
PRICE	
TERMS	

Printed in U. S. A. Contract

What's the Value of a STERWIN CONTRACT?

ASK THE MAN WHO SIGNED ONE

No contracts are made in excess of our capacity to supply, barring strikes, government regulations, etc. Contracts enable us to properly organize and execute production. A Sterwin contract insures your supply of Zimco Vanillin within limits of your actual requirements.

Our distribution is handled by our own sales organization with district offices covering the entire U.S.A. A limited number of long established, recognized dealers also handle our Zimco Vanillin in bulk.

Flavor manufacturers are your best source of flavors in finished form ready for use in your products.

The same policies and procedures are applied in the sale and distribution of our Parakeet Certified Food Colors produced at our Cincinnati plant.

Write today for our latest Catalog.

ZIMCO

LIQUOR
Vanillin
 U.S.P.

A Natural Source Vanillin

Consult your
Flavor Supplier

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DAUGHTER OF STERLING BROS. INC.
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Fine Quality



Since 1880



CREAM-PAK BRAND

MARBLE ICE CREAM BASES

*For Extra Rich Flavor
and Taste-Satisfying Goodness!*

*BURGUNDY CHERRY

*Registered U. S. Patent Office

Made from luscious tree-ripened fruit, flavored with rich cherry juice tinted to a deep wine shade. Strictly sulphur-free and processed entirely under refrigeration. An exclusive CREAM-PAK Product.

MARASCHINO CHERRY

Also made from luscious tree-ripened fruit. Delicately flavored and tinted to a beautiful red shade. Strictly sulphur-free and processed entirely under refrigeration.

BUTTERSCOTCH

A delicate flavor made from pure sugar, butter and cream. Your customers will call for it time after time.

STRAWBERRY

Choice vine-ripened Eastern berries. A finished product containing a very high percentage of fruit.

BLACK RASPBERRY

Made from choice black raspberries, juice and sugar. Contains high percentage of fruit. No extra flavor used. Contains no seeds.

RED RASPBERRY

Made from choice red raspberries and processed in the same exacting way as black raspberries.

PINEAPPLE

Processed from well ripened fruit packed in the field under our own personal supervision. Contains a high percentage of fruit with natural pineapple juice.

Natural or Green Color.

CHOCOLATE

A rich, mellow, pleasant chocolate flavor that has been popular for many years.

New! MELBA

A delightful blend of currants and red raspberries. Your customers will enjoy this new taste thrill.

Send for price list of CREAM-PAK BRAND Ice Cream Specialties.

J. HUNGERFORD SMITH CO., Rochester 9, N. Y.

Factories: Rochester, N. Y. • Modesto, Calif.

Branches: 48 Dey St., New York 7, N. Y. • 427 W. Erie St., Chicago 10, Ill. • 5905 Pacific Blvd., Los Angeles, Calif.

P
RODUCTION

S
e
r
i
o
n

1950 Production Down 3%;

Largest Losses in South

ICE cream production decreased by three per cent in 1950 as compared to 1949, according to an ICE CREAM FIELD compilation of figures just released by the Bureau of Agricultural Economics of the United States Department of Agriculture. This matched the percentage loss suffered in 1949 as compared to the previous twelve-month period.

Total production for 1950 was 539,775,000 gallons. In 1949, American ice cream manufacturers turned out 556,654,000 gallons. Spurts in January, February, October and November averted what could have been a disastrous year for the industry, as poor summer weather and other factors caused heavy production decreases in June, July and August.

Gains in output were experienced in very few areas. Slight increases were noted by some of the South Atlantic and South Central states, but appreciable gains were found most frequently in the Western and Pacific Coast states. Oregon enjoyed a greater increase in ice cream production during 1950 than any other state in the country. Its manu-

facturers placed on the market 6,680,000 gallons during 1950, a gain of six per cent over the 1949 total of 6,303,000. California reported a gain of three per cent in 1950, and the State of Washington advanced two per cent in the production columns. These Pacific states amassed the greatest collective gain in the nation—three per cent more ice cream was produced there during 1950 than in 1949.

No Gains in Northern Section

Not one of the states in the North Atlantic, East North Central, or West North Central groups reported production gains. Some of these states, on the contrary, experienced sharp reverses from 1949. For example, Illinois gallonage dropped nine per cent during 1950; Connecticut, Wisconsin, and the Dakotas produced eight per cent less ice cream than in the previous twelve-month period.

The most severe gallonage loss, however, was found in Tennessee. Its production in 1950 amounted to 10,995,000

Ice Cream Production by Months

(IN GALLONS)

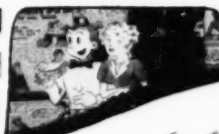
Month	1949*	1950**	Trend
JANUARY	29,317,000	31,485,000	+ 7%
FEBRUARY	31,791,000	32,965,000	+ 4%
MARCH	41,310,000	38,560,000	- 7%
APRIL	45,647,000	41,510,000	- 9%
MAY	56,855,000	55,455,000	- 2%
JUNE	66,758,000	63,110,000	- 5%
JULY	69,173,000	61,895,000	- 11%
AUGUST	67,027,000	62,045,000	- 7%
SEPTEMBER	46,943,000	46,970,000	+ 0%
OCTOBER	38,828,000	41,720,000	+ 7%
NOVEMBER	33,713,000	35,115,000	+ 4%
DECEMBER	29,292,000	28,945,000***	- 1%
12-MONTH TOTAL	556,654,000	539,775,000	- 3%

*Final Enumeration

**Revised Estimates

***Estimated

You'll meet America's
most beloved comic
characters... Dick Tracy,
Andy Gump, Joe
Palooka, Smitty, and
many other favorites...



A "SNEAK" PREVIEW OF "POPSICLE" IN '51

... who'll be
selling for you weekly
in more than 29,770,000
Sunday Comic Sections.



... plus a "Popsicle"
radio program over
524 stations of the
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40,000,000 Comic
Magazines—thousands
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bigger premium program.



your
biggest
Popsicle 
year
ever!

Take a peek at just a few of the highlights of
"POPSICLE" BIG GUNS FOR '51... they're
part of the program your "JO-LO" salesman will
show to you, the biggest sellingest
program ever, to make this year the greatest
profit year for

Popsicle® Fudgsicle®
Creamsicle® Dreamsicle®
Ice Cream 

ON-A-STICK

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are registered trade marks of the Joe Lowe Corporation, N. Y., N. Y.

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gallons, a drop of 10 per cent from its 1949 figure of 12,160,000.

Pennsylvania, which customarily produces more ice cream than any other state, turned out a nation-leading total of 66,820,000 gallons in 1950. This was almost 1½ million gallons less than the Keystone State manufactured in 1949, and represented a gallonage loss of two per cent.

New York was second as far as total 1950 production is concerned. The manufacturers in this state distributed 58,165,000 gallons last year as compared to 60,314,000 gallons in 1949. This represented a loss of four per cent.

Lowest Level Since 1946

Ice cream production throughout the country dipped to its lowest level since the record high figure of 713,594,000 gallons achieved in 1946. The 1950 production figures represent a five per cent drop from the annual average of the five-year period, 1944-1948. As in 1949, the low point of production occurred in December. The 1944-1948 monthly averages show January as the low point. The high point of production during 1950 was reached in June, while the high point of 1949 and of the five-year average was July.

Seasonal Drop of 18 Per Cent

December, 1950 production figures, released late last month by the Department of Agriculture, indicate a seasonal drop of eighteen per cent from November, 1950. Severe winter weather in most parts of the country was cited as the cause.

The butterfat content of ice cream made in December averaged 12.4 per cent, the highest for any month of record

commencing in 1944. Unweighted averages of the monthly butterfat percentages show 12.19 per cent for 1950, compared to 12.07 per cent in 1949.

Sherbet Production Soars

Revised estimates of 1950 sherbet production make evident a continuing increase in the popularity of that product. Production soared to 15,970,000 gallons in 1950, an eighteen per cent increase over 1949's total of 13,573,000 gallons. However, the 1950 figure was forty-seven per cent below the five-year, 1944-1948, annual average. The 1950 total was the largest of record with the exception of the war years 1943-1945, when the use of butterfat in ice cream was curtailed and a sharp expansion of sherbet production was evidenced. As in 1949, the low point in sherbet production during 1950 occurred in January and the high point was achieved in July. During the 1944-1948 period, the December output averaged lowest, while the August production average was the highest.

December Output Up 23 Per Cent

December, 1950 sherbet production figures, just made public, indicate an increase of twenty-three per cent over the December, 1949 total. Last December, 700,000 gallons of sherbet were manufactured, as compared to 567,000 gallons in December of 1949. Production of sherbet dropped twenty-four per cent in December, 1950 from the previous month.

The charts which accompany this article contain a summary of the foregoing facts, as well as other pertinent statistics dealing with ice cream and sherbet production.

Sherbet Production by Months

(IN GALLONS)

Month	1949*	1950**	Tend
JANUARY	477,000	640,000	+34%
FEBRUARY	548,000	700,000	+28%
MARCH	811,000	930,000	+15%
APRIL	1,056,000	1,150,000	+9%
MAY	1,487,000	1,800,000	+21%
JUNE	1,837,000	2,130,000	+16%
JULY	2,059,000	2,240,000	+9%
AUGUST	1,873,000	2,160,000	+15%
SEPTEMBER	1,235,000	1,420,000	+15%
OCTOBER	894,000	1,180,000	+32%
NOVEMBER	729,000	920,000	+26%
DECEMBER	567,000	700,000***	+23%
12-MONTH TOTAL	13,573,000	15,970,000	+18%

*Final Enumeration

**Revised Estimates

***Estimated

United States Ice Cream Production Trend

(IN GALLONS)

For the Entire Years 1949 and 1950

Area	1949	1950	Trend
Massachusetts	19,671,000	18,640,000	— 5%
Connecticut	6,899,000	6,375,000	— 8%
New York	60,314,000	58,165,000	— 4%
New Jersey	9,555,000	9,125,000	— 5%
Pennsylvania	68,129,000	66,820,000	— 2%
Other N. A. States	9,441,000	9,090,000	— 4%
NO. ATLANTIC STATES	174,009,000	168,215,000	— 3%
Ohio	33,822,000	33,075,000	— 2%
Indiana	18,058,000	17,145,000	— 5%
Illinois	33,758,000	30,655,000	— 9%
Michigan	26,192,000	25,185,000	— 4%
Wisconsin	16,690,000	15,305,000	— 8%
E. N. CENTRAL STATES	128,520,000	121,365,000	— 6%
Minnesota	14,019,000	13,310,000	— 5%
Iowa	11,518,000	10,775,000	— 6%
Missouri	15,739,000	14,845,000	— 6%
N. & S. Dakota	4,825,000	4,455,000	— 8%
Nebraska	6,212,000	5,975,000	— 4%
Kansas	6,484,000	6,295,000	— 3%
WEST NO. CENTRAL STATES	58,797,000	55,655,000	— 5%
District of Columbia	6,303,000	6,230,000	— 1%
Maryland	8,213,000	8,105,000	— 1%
Virginia	9,753,000	9,150,000	— 6%
West Virginia	5,933,000	5,655,000	— 5%
North Carolina	13,430,000	13,575,000	+ 1%
Georgia	6,323,000	6,170,000	— 2%
Florida	8,274,000	8,265,000	— 0%
Other S. A. States	4,353,000	4,595,000	+ 6%
SO. ATLANTIC STATES	62,582,000	61,745,000	— 1%
Tennessee	12,160,000	10,995,000	— 10%
Alabama	6,359,000	6,185,000	— 3%
Louisiana	6,789,000	6,865,000	+ 1%
Oklahoma	6,244,000	6,215,000	— 0%
Texas	22,740,000	23,020,000	+ 1%
Other S. C. States	10,482,000	9,740,000	— 7%
SO. CENTRAL STATES	64,774,000	63,020,000	— 3%
Colorado	5,275,000	5,205,000	— 1%
Other Mt. States	11,458,000	11,855,000	+ 3%
MOUNTAIN STATES	16,733,000	17,060,000	+ 2%
Washington	7,390,000	7,530,000	+ 2%
Oregon	6,303,000	6,680,000	+ 6%
California	37,546,000	38,505,000	+ 3%
PACIFIC STATES	51,239,000	52,715,000	+ 3%
UNITED STATES	556,654,000	539,775,000	— 3%



AUTOMATIC PACKAGING

BY MAX HALBERSTADT

*Goldenrod Ice Cream Company
Chicago, Illinois*

I HAVE been asked to discuss automatic packaging machinery.

An automatic packaging machine is a time saving and labor saving device. It is always on the job early and late and after hours if you need it. At 8:00 o'clock in the morning we can count on our machines being ready to operate. If all the help has not come in on time, due to public transit service, or any other reason, it is possible to run the machine with two people at slow speed until the balance of help shows up.

Size of the packaging machine must be determined by the freezer capacity and conveyor which you have in the cooler. The size of the machine must be so it does not take too many of your freezers to operate it. You should be able to run other items the same day that you make brick packages. With all the items and flavors we make nowadays, we need all available freezers to make the necessary items and flavors to keep our customers happy.

The most important way of all to determine the size of our packaging machine is the conveyor which is used in the hardening room. Our conveyor holds one day's production which is sufficient for us even in our peak season. This conveyor can be run at whatever speed we choose to run it.

We have found that the ice cream must be zero or below before removing it from the conveyor and storing it into piles. A conveyor of this type helps us to freeze our par-fait and fruit brick which, as you know, freezes much slower than plain ice cream; consequently, we run our conveyor slower on these items. We have found that ice cream

must not be frozen colder in the conveyor than the temperature of the storing cooler so that the ice cream will not get heat shock. All of this has determined the size of our packaging machine.

We use a well-known single line filler. We like this single line filler because it takes few persons to operate and it fits into our production line better. The single line filler fills from the bottom up and will not move from under the filler tube until the right amount of ice cream is in the package. This means a lot when we are filling fruit ice cream, candy and nut ice cream. If there is a small variation in the fruits, candy, or nuts, the package will not move forward until the ice cream has pushed down into a full position, which then trips a micro-switch and the full package moves forward and an empty one comes in its place. This is very important for a uniformly filled package. It also helps to control our weight. Sometimes the freezer may be freezing cream too hard or too cold and the freezer belt may slip a small amount. Despite this, however, the machine will still fill a uniform package.

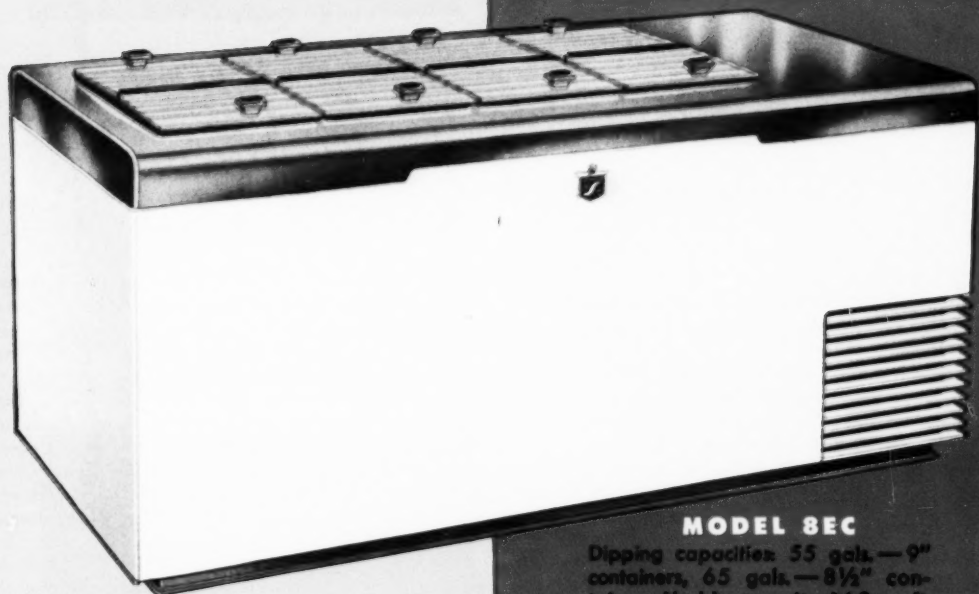
The head of this single line filler requires a very small amount of ice cream to cool it down before starting to package the ice cream. If ice cream is dry when starting the machine, the first package can be used. It is very important that we do not start out with a sloppy machine which will get ice cream all over the packages and must be dumped out. Sloppy filled packages are unnecessary. Our packages are packed in one-gallon paper bags and

(Continued on page 36)

More Capacity for Your Dollar...



that's
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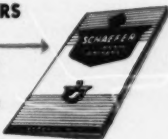
MODEL 8EC

Dipping capacities: 55 gals. — 9"
containers, 65 gals. — 8½" con-
tainers. Usable capacity: 14.9 cu. ft.

13 MODELS Including...

- ★ CHEST TYPE
- ★ EXTRA CAPACITY
- ★ SINGLE ROW
- ★ CLEARVIEW
- ★ OPEN TOP MERCHANDISERS

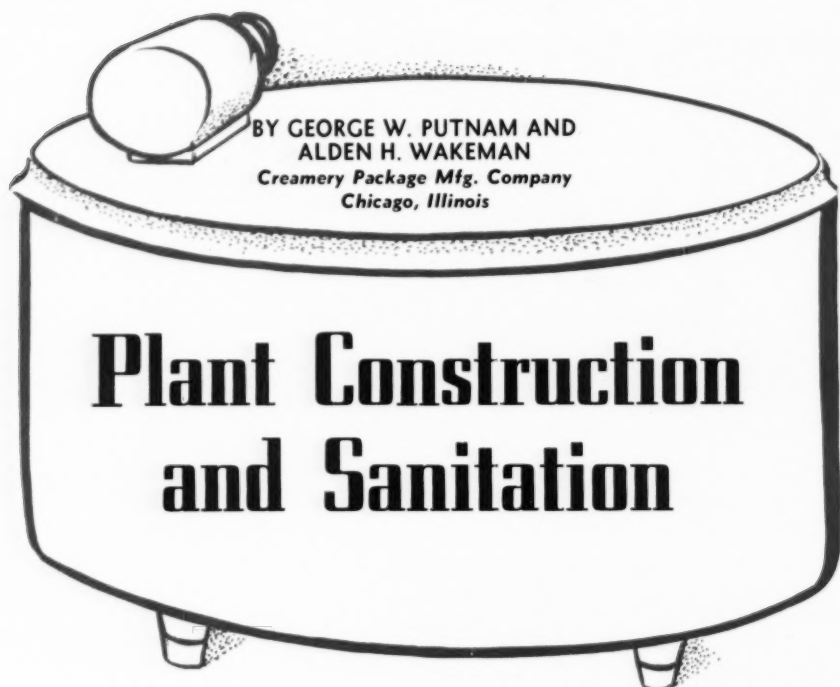
WRITE TODAY.. For Free
Pocket Catalog of New 1951
Schaefer Ice Cream Cabinets



Schaefer

MINNEAPOLIS SINCE 1929

Schaefer Ice Cream Cabinets, Clearview Merchandising-Display Cabinets, Pak-A-Way Home and Farm Freezers



BY GEORGE W. PUTNAM AND
ALDEN H. WAKEMAN
Creamery Package Mfg. Company
Chicago, Illinois

Plant Construction and Sanitation

DAIRY plant design and construction have become arts in themselves. A few years ago most food processing plants were designed and built by men who knew general construction thoroughly but little concerning food plant sanitation and layout. The small plants obtain most of their assistance from the dairy equipment manufacturers and by visiting other plants whose requirements are similar to their own.

There are now several consultants who have learned by experience and study how to handle such work properly, but they serve mostly with the larger plants. The construction of all new plants or alterations to existing ones have one common purpose: namely, producing the most palatable and nutritious dairy foods with the lowest labor costs.

Rules and Regulations

Many rules and regulations have been adopted by federal, state and city health departments which, if followed closely, will help guide the designer in laying out a plant to comply with up-to-date sanitary requirements. These agencies must generally approve plans for new buildings or alterations, and many of them can give valuable assistance on such designs. This is because their rules and regulations are generally the result of years of practical experience contributed by dairy industry sanitarians as well as enforce-

ment officials. Each one has been worked out to prevent some error in processing or cleanup from occurring again, if possible. These regulations, based on sound industrial and official experience, have raised the sanitary standards of our dairy and food plants to the highest in the world.

You probably have had the experience of being in dairy plants that follow every letter of the law so far as construction is concerned and yet lack a thoroughly clean appearance and odor, and, on the other hand, you may have been in a cheese plant with a wooden floor that was as clean as a whistle. Our plants can only be as clean and wholesome as the men keep them.

You may rightfully challenge: "Isn't such emphasis on good housekeeping a luxury to be afforded by only the show plants?" Well, I am reminded of my surprise some fifteen years ago on a trip through a country plant (that the city consumers never saw) when the general manager of this very successful business explained his taking notes on sanitary details which, though mostly minor, were unsatisfactory. He simply said, "In our experience with some twenty city and country plants, we find that the managers who are the best housekeepers operate the most profitable and generally satisfactory plants."

There are hundreds of items which make up the expenses of a dairy plant operation. Raw materials, labor, buildings

(Continued on page 55)

AN
EXAMPLE
OF

WORK SIMPLIFICATION

in the ICE CREAM INDUSTRY



In Various Ice Cream Plants

**One
Girl**

ASSEMBLES

FILLS

APPLIES COVERS

keeping abreast
of 450 to 600
gallons per hour



Using **2½ GALLON**
MORRIS
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MORRIS PAPER MILLS • 135 SOUTH LA SALLE ST., CHICAGO 3, ILL.
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Also Distributed by **CHERRY-BURRELL CORP. • The CREAMERY PACKAGE MFG. CO. • Branches in Principal Cities**



STANDARDS TESTIMONY HEARD

GOVERNMENT hearings on the proposed Federal Standards for ice cream and related products were adjourned late last month after prominent industry figures, including Ridgway Kennedy, Jr., President of the International Association of Ice Cream Manufacturers, had presented their viewpoints on the suggested legislation.

Hearings will be resumed February 14 in Washington, D. C. before Edward E. Turkel, Hearing Officer for the Food and Drug Administration. At that time, testimony will be introduced on the optional dairy ingredients outlined by the International and by the Government. It is estimated that testimony will be taken on these dairy ingredients from February 14 to 23. These dates are tentative, a spokesman for the ice cream organization pointed out, and are based upon the amount of testimony to be submitted on direct examination with an allowance of time for cross-examination.

The period from February 26 to March 9 will be allocated to the subject of ice milk. It is understood, however, that witnesses may offer testimony on any matter relevant to the hearing even though their appearances before the Hearing Officer occur during a time set aside for a specific subject.

Evidence on stabilizers will be submitted during the period from March 12 to 23. It was proposed that the Food and Drug Administration call a recess late in March

because personnel involved in the ice cream hearing will be involved in another important hearing at that time. The recess has been scheduled tentatively from March 26 to April 7.

Attention will be focused on flavors and flavoring when the hearings are resumed in April. Flavoring will be discussed from April 9 to 11, and sweeteners April 12 and 13. Evidence on minimum butterfat and total milk solids content will be offered from April 16 to 27.

Emulsifiers to Be Aired

Other subjects to be covered during the current hearings are the use of alkalis and salts (April 30 to May 4), sherbets (May 7 and 8), miscellaneous testimony (May 9 to 14), frozen custard and French ice cream (May 15 and 16), and ices (May 17). Pharmacological and other technical evidence with respect to surface active agents (emulsifiers) will be offered beginning May 18 and will continue until the completion of the hearings. The general testimony of the Food and Drug Administration will be taken at the conclusion of the period allocated to evidence on emulsifiers.

Those who have appeared, in addition to Mr. Kennedy, in behalf of the ice cream industry, include Dr. C. D.

(Continued on page 63)

a million gallons a day!

400 of the Nation's finest Ice Cream plants have the capacity to harden over a million gallons of ice cream a day with

KING SHARP FREEZE SYSTEMS

King Systems give you:

- INCREASED COLD ROOM CAPACITY
- FASTER DELIVERY • QUICKER HARDENING
- NO DEFROSTING SHUTDOWNS
- IMPROVED ICE CREAM TEXTURE

No rebuilding to install a King System in your plant

45 Years of Progressive Engineering is
your Guarantee of Manufacturing
Integrity and Quality of Product.

WRITE TODAY
for further information . . . our engineering staff is at your service.

The King Co. of Owatonna

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OWATONNA, MINNESOTA

Equipment Needs Outlined

TO emphasize the "vital importance" of the dairy industry in building a strong Defense Program, and to outline the requirements of dairy processing plants if they are to provide an uninterrupted flow of dairy products to the nation's military and civilian population, a brochure entitled "Report on the Essentiality and Requirements of the Dairy Industry" has been prepared and issued by the Dairy Industry Committee and the Dairy Industries Supply Association.

This report refers to the 22,741,000 cows which produce nearly 120 billion pounds of milk annually and to the 23,000,000 people who reside on milk producing farms. The Milk Life Line is the keynote of the report. This shows graphically the interdependence of the various steps from cow to consumer. The heart of the report contains pertinent data on each of the major dairy products: butter, cheese, ice cream, fluid, evaporated and powdered milk. The appropriate processing equipment for each product is illustrated in the report.

The reasons for the relatively short life of processing equipment is explained in the brochure. The daily disassembly and re-assembly required by sanitation standards are cited.

These and other facts were brought to the attention of the Senate Select Committee on Small Business on January 20 by Howard P. Faust, President of R. G. Wright Company, Buffalo, New York, and Chairman of DISA's Committee on Essentiality of Dairy Processing Equipment. Mr. Faust, a former War Production Board official in charge of allocation of materials for dairy use, appeared as an advocate of materials control proposals having the approval of the Milk Industry Foundation, American Butter Institute, American Dry Milk Institute, Evaporated Milk Association, International Association of Ice Cream Manufacturers, National Cheese Institute and Dairy Industries Supply Association.

Mr. Faust told the Senate group that stainless steel and other materials for fabricating equipment required in the

processing of milk and dairy products in 30,000 dairy plants is already largely unavailable and critically so in certain instances.

Without prompt governmental recognition of the essentiality of this equipment, he testified, farmers' milk will become "surplus" before it can get to the consumer in the flush milk production period of Spring and early Summer and have to be dumped. Public health will suffer and complex economic disruption occur, he predicted.

The dairy industry proposals call for an earmarking of small quantities of steel, copper, aluminum and other materials for the fabrication of essential processing equipment.

Mr. Faust asked the Senate Committee that "an allocation of materials for this industry be established now to cover our needs for the first half of 1951." He declared that the allotment should be based on the average of the 1947-49 material figures, with sixty per cent of the total for the year allotted during the dairy industry's peak season, January 1 to June 30.

"To mention the principal materials," he said, "we are asking for the entire industry a monthly allotment of only 833 tons of iron, 1,510 tons of carbon steel, 759 tons of stainless steel, 98 tons of copper and copper base alloys, and 61 tons of aluminum."

The section of the Essentiality Report dealing with ice cream points out that 7,894,215,000 pounds of milk produce 577,330,000 gallons of ice cream and other frozen dairy products annually, having a retail value of more than \$1,385,592,000. It is further noted that 949,000,000 pounds of milk were used in manufacturing ice cream for military consumption in 1944.

The Dairy Industry Committee is comprised of official representatives of the six national associations engaged in the processing, manufacturing and distribution of dairy products. Dairy Industries Supply Association represents the manufacturers of dairy machinery and equipment.



Jet-Flow

**TRIPLE BASIN—SINGLE FAUCET WATER SUPPLY...
MOST SENSATIONAL FOUNTAIN IMPROVEMENT
SINCE MECHANICAL REFRIGERATION...**

**Just one of the 50 finer features of the
NEW "Diamond 50"—outstanding achievement
of the world's largest Soda Fountain manufacturer**

EASY-REACH® draft arms. Lower, nearer grip—yet actually more glass clearance. *Exclusive!*

Removable, stainless steel **DRAIN GRIDS** insure sanitary and rapid glass drying. *Exclusive!*

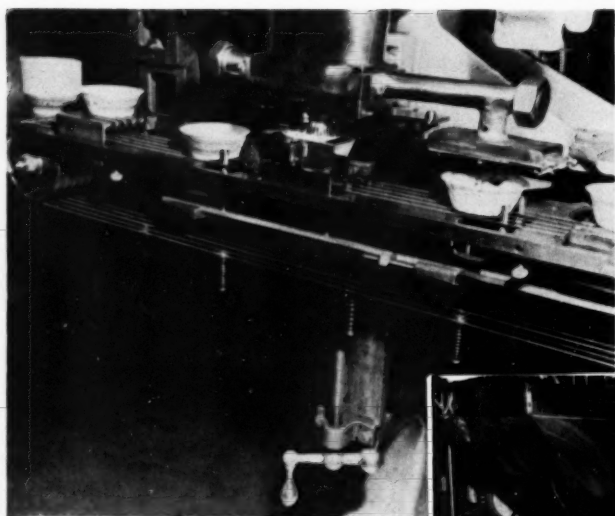
Die-Stamped, stainless steel storage covers with **FREE-FLEX**, easy-clean hinge. *Exclusive!*

Sanitary, all-stainless steel, take-apart **PALM PUSH PUMPS** WITH **COLOR IMPULSE** for instant eye-flash identification. *Exclusive!*

Triumphant **MAX-1-FLOW** water chilling system. *Exclusive!*

Jewel-like beauty... Watch-maker precision... Diamond durability

THE LIQUID CARBONIC CORPORATION
3100 South Kedzie Avenue • Chicago 23, Illinois



SPEEDWELL FARMS Ice Cream Company, Fall River, Massachusetts, is an organization which emphasizes efficiency and speed in its production room. One of the firm's recently installed operations is illustrated here. The manufacture of ice cream tarts is accomplished with the aid of a special nozzle which decorates the tart and leaves in it a central depression into which fruit or chocolate topping is poured (see photo at left). The tarts then are conveyed to the packaging table (see photo below) and from there are taken to the hardening room for storage prior to distribution.

SPEEDWELL IS MORE THAN A COMPANY NAME



NEW ENGLAND ice cream men talk in glowing terms of the progress made by Speedwell Farms Ice Cream Company, with main offices in Fall River, Massachusetts. Constant expansion and improvements have marked the recent history of this independent organization, and today its operation is noteworthy for its modern approach to the production of high quality ice cream.

Largely responsible for the growth and continued success of the firm is Leo Berube, who joined Speedwell Farms in 1922. Mr. Berube has instituted many changes since he began managing the company's ice cream department, and his insistence on continuous modernization has paid off in increased production and profits.

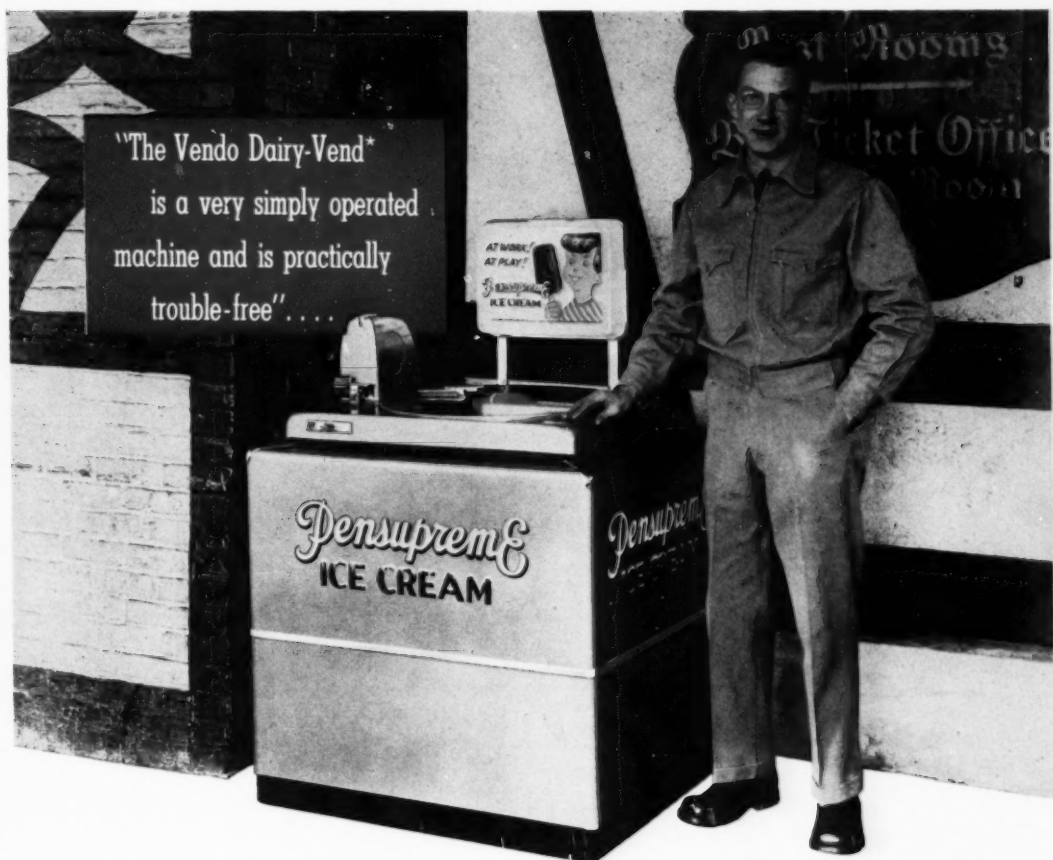
Under his guidance, in 1938, all Speedwell dealers were switched from ice and salt refrigeration to electric cooling. Today, the company supplies all its dealers with ice cream storage facilities and services these units without cost to the dealer. As a matter of fact, Speedwell Farms will service free any equipment which is used for the storage of its products.

The plant itself has complete facilities for the repair and rebuilding of all types of cold storage equipment, and during any interruption of electrical service, the company resorts to its ample supply of dry ice and provides its dealers with adequate supplies so as to prevent the loss of stored ice cream.

Since 1938, the facilities of the plant have undergone almost constant growth and replacement, and today's visitor to the Fall River plant will find equipment of the latest and most efficient design. For example, greater storage space has been provided by the addition of a new and large sub-zero temperature ice cream storage room. To speed the loading of the Speedwell Farms fleet of fifteen delivery trucks, a covered loading platform has been installed. This arrangement has reduced the time that ice cream is without refrigeration to a mere sixty seconds.

Speedwell Farms products keep up with the times, also. When an appealing ice cream item is placed on the market, you can count on the fact that Mr. Berube's organi-

(Continued on page 58)



"The Vendo Dairy-Vend" is a very simply operated machine and is practically trouble-free"

. . . "I have 55 Dairy-Vends in service at the present time, and before long hope to have at least 100. With the Vendo Dairy-Vend my investment per machine is much smaller than in the average ice cream vending machine, and I find that because of this there are more loca-

tions available. Having more locations, naturally I have more sales."

Melvin H. Wainer

Melvin H. Wainer, President
PONY BOY ICE CREAM
Lancaster, Pennsylvania



Vendo®

The Name to Remember in Automatic Merchandising

*TRADE-MARK

THE VENDO COMPANY
7400 East 12th Street
Kansas City 3, Missouri

ICF

Please send me a free copy of "Automatic Merchandising—the answer to increased sales and profits."

Name _____
Company _____
Street _____
City _____ State _____



One Grade--One Standard

HAMILTON, Ohio, is a comparatively small town, but there were big doings there last summer when the Wehr Dairy, a mainstay of the community for more than forty years, opened a modern ice cream department and dairy bar.

To mark the occasion, the *Hamilton Journal-News* published a special supplement to its issue of July 26, in which the forty-one-year history of the dairy company was traced, and prospects for the future were outlined. Numerous supply firms purchased advertising space to extend good wishes to the Wehr organization.

Since that time, the citizens of Hamilton have had a chance to appraise the new department. And their optimistic expectations, based on the favorable reputation that Wehr Dairy had achieved with its other products, have been justified. The result, according to Robert F. King, ice cream department manager, has been steadily-growing gallonage.

Wehr Dairy manufactures just one grade of ice cream. It is a "very high" grade, and "we intend to keep it that way," says Mr. King. To maintain these standards, the company makes constant checks and tests of its ice cream, including a monthly analysis by the G. P. Gundlach laboratories in Cincinnati.

This ice cream is manufactured in the spotless plant located in the rear of the new Wehr building. Stainless steel equipment is used to turn out about ten gallons every five minutes. The ice cream is stored at fifteen degrees below zero in the recently constructed hardening room.

Many flavors are produced on a year-round basis, including a varied line of sherbets. These are sold by the pint,

half-gallon and gallon in bulk, packaged, and brick (two-flavor combination, whole or sliced) styles. All ice cream and sherbet bearing the Wehr name is manufactured in the plant at 725 East Avenue.

A great deal of this ice cream is distributed by wholesalers whose orders for Wehr Dairy ice cream have increased substantially in recent months. And patronage at the Wehr Dairy Bar has supported this favorable trend.

Open from 9 A.M. to 11 P.M., seven days per week, the retail outlet is located at the front of the new building (see the photograph at the top of this page). The store boasts a sparkling new stainless steel soda fountain, set off by pleasant light green and ivory walls. Two large refrigerated cabinets hold fresh Wehr Dairy ice cream for self-service.

Not content to depend solely upon the quality of its product and the inviting atmosphere of its store for patronage, the company sponsors an extensive advertising program that compares favorably with campaigns undertaken by larger and more experienced firms. In addition to daily newspaper ads, Wehr Dairy takes to the air regularly. On radio, the company sponsors high school basketball games, a weekly audience participation show, news of the city-supervised playgrounds, and election returns.

"This may sound like quite a bit of radio advertising, and we agree that it is, but we have also discovered that it pays off in increased business," says Mr. King.

Officers of Wehr Dairy, Inc., are Clarence Wehr, President and General Manager; Walter Wehr, Vice President and Route Foreman; and Gerald Froelke, Secretary-Treasurer and Sales Manager. Michael Froelke is Production Manager.

a call to colors

Glorify your ice cream bars or fudge bars with colorful, delicious, and nutritious W&S Dry Coatings.*

Enhance the size and buy-appeal of your bars by coating them with Multi-Colored and delightfully flavored W&S Sprinkles —or with the crunchy goodness of snow-white coconut or nutty-flavored toasted coconut.

These luxury coated bars are produced with ROTO-KOTER* at a cost substantially below your present production costs. ROTO-KOTER* is the only fully automatic coating machine which guarantees 100% performance —maximum production with strict economy of labor and coating materials.

Write for full information



COVERED BY U.S. LETTERS PATENT

*TRADE MARK REG.

WOOD & SELICK *novelties, inc.*

36 HUDSON STREET, NEW YORK, N. Y.

NEW YORK • BALTIMORE • CHICAGO

KOLD-HOLD REFRIGERATION

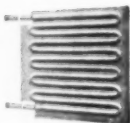


keeps ice cream
"FREEZER FRESH"

to keep customers
coming back



To keep that rich, creamy flavor that brings customers back, your ice cream must be hardened fast . . . and kept hard through every phase of storage and trucking. Efficient, economical refrigeration is a must to keep sales up and profits high.



Kold-Hold refrigeration plates can do that kind of job. Serpentine evaporator plates in hardening rooms, holding rooms, cabinets and fountains provide constant, even temperatures that keep flavor and texture right. Lightweight, because

they have no internal tubing, these plates provide NEARLY 100% PRIME SURFACE, reducing compressor needs with resultant direct power savings. The smooth surface can be easily defrosted with a bristle brush. Standard sizes for ammonia, methyl chloride and Freon 12 are available.



For truck transport, Kold-Hold "Hold-Over" plates are unsurpassed. Users have proved that predetermined temperatures can be maintained on highway hauls or store deliveries, for less than 10¢ a day. Truckmount or central plant compressors eliminate night-time unloading by making the Kold-Hold equipped truck a 24 hour-a-day holding room.



Whatever your refrigeration need, there is a Kold-Hold plate to provide the efficient economical answer. Write for free copy of the complete Kold-Hold catalog.

KOLD-HOLD

protects every step of the way

KOLD-HOLD MANUFACTURING CO.

470 E. Hazel St., Lansing 4, Michigan

Automatic Packaging

from page 24

placed on a fast moving conveyor which takes them to the hardening room without time for heat shock and placed on our conveyor until it has hardened enough to put in the storing room or pile.

We set our packaging machines as close to the freezers as possible, so close we have barely room enough to work around the machine. This enables us to get a very dry ice cream at the package filler, good texture cream and a clean package.

It is very easy to change flavors on the single line filler since it requires a very small amount of washing up, merely the freezer pipe that runs from the freezer and the small filler head. In this way we can run two or three flavors a day without much difficulty which helps us to keep our 15 to 18 flavors in stock at all times. I remember last summer, if you want to call it summer with only two hot days, we were out of four flavors of brick but we were able to run all four flavors in one day with a drop in production of only 200 gallons from normal and we were still able to keep all flavors in stock. You can see, therefore, that in winter time when packages are moving much more slowly, we do not need to make up a large run of any one flavor since we can run several flavors a week. This helps us to cut down on inventory in the hardening room and keeps our flavors fresh and in stock at all times. The single line package filler is very easily cleaned and satisfies the requirements of the Health Department.

One more important factor we must not forget is the paper cartons. Some of the larger paper carton manufacturers and the ice cream manufacturers have developed a good uniform carton. These are packed in boxes of 500 per box, and when received must not be piled over five or six boxes high in the storeroom. This will keep cartons from getting out of shape until ready to use.

If you have a good carton and dry ice cream at the filling point, you do not have any trouble with packaging machines.

We have one maintenance man who takes care of the machines. It is his job to see that they are in running order at all times. We also carry spare parts in stock so that if anything breaks down it can be repaired very quickly.

We can operate a single line filler with three girls and in 8 hours can run 2100 gallons. We used 10 girls to do the same amount of work before the automatic filler. If your production of packages requires more than one single line filler, I would rather have two single lines than one large double line filler. Then you could run plain ice cream on one and fruit and specials on the other machine.

Automatic package machines will save labor; make cleaner packages; eliminate part time help—one crew all year around; produce packages that have no finger marks inside; improve weight control; and mean one headache less for the Production Manager.

This article is based on a talk given during the 1950 convention of the International Association of Ice Cream Manufacturers, held at Atlantic City, N. J.

SELLING

Sevin



Stabilize
WITH
V.C. PLUS

A Production Superintendent said:

"Now, I am much wiser
Since using V.C.-PLUS Stabilizer."

(Uses V.C.-PLUS in ice cream and ice milk.)

GERMANTOWN *Manufacturing Company*
5100 LANCASTER AVE., PHILA. 31, PA.

WAREHOUSE STOCKS, PHILADELPHIA, PA.—SAN FRANCISCO, CAL.—PORTLAND, ORE.

WAREHOUSE STOCK AT OREGON TRANSFER COMPANY: 1238 NORTH WEST GLISAN STREET, PORTLAND 9, OREGON

To Spur Sales in '51

CENTENNIAL PROMOTION LAUNCHED



1951 is the Centennial year of the ice cream industry and trade leaders are determined to cash in on the promotion potential of the occasion.

This was made evident last December 20 at a meeting of trade paper editors and prominent ice cream men, called by the International Association of Ice Cream Manufacturers for the purpose of organizing a public relations program to make Americans ice cream-conscious.

Present were Robert C. Hibben and Robert H. North of the IAICM; Tom Jones of the Dairy Industries Supply Association; Howard B. Grant of ICE CREAM FIELD; Edward Thom, Olsen Publishing Co.; and Vincent Rabuffo of R. H. Donnelley Publishing Co. A permanent commit-

tee was established to make appropriate arrangements for Centennial activities. In addition to Messrs. North, Grant, Thom, Rabuffo, and Jones, this committee will consist of a delegate from the National Association of Retail Ice Cream Manufacturers, other representatives from sectional and national trade publications, and L. Manuel Hendler of the Hendler Creamery Company, Baltimore. Mr. Hendler will serve as chairman and will represent the ice cream industry on the committee.

At the meeting, which took place in Washington, D. C., Mr. North outlined certain actions already taken to comply with a resolution to observe the industry's Centennial, passed by the association's Board of Directors at a meeting in Colorado Springs, Colorado, in May, 1948. Many of the proposed activities are based on specific suggestions

TO PREPARE industrywide public relations program for the Centennial year, a committee of trade press representatives and association leaders has been established. Part of this committee met in Washington, D. C. December 20 to launch the program. Standing, left to right, in the adjacent photograph are Robert Hibben and Robert North of the International Association of Ice Cream Manufacturers. Seated, in the same order, are press representatives Tom Jones, Vincent Rabuffo, Howard B. Grant, and Edward Thom. One of the projects now underway is the creation of a Centennial Seal, which, it is understood, will be similar to the one suggested in ICE CREAM FIELD's October, 1950, issue, and illustrated at the top of this page.





L. MANUEL HENDLER, President of the Hendler Creamery Company, Baltimore, Maryland, has been named chairman and ice cream industry representative of the Centennial activities arrangements committee.

contained in an article entitled "The Centennial Can Mean Sales . . . More Sales . . . and More Sales!" which appeared in the October, 1950 issue of *ICE CREAM FIELD*, and in a booklet based on that article which was mailed to the trade that time.

According to Mr. North, work is currently underway to obtain a Presidential Proclamation for the Ice Cream Centennial. The publicity potential of such an event was described as "infinite" in the article in this magazine. State and municipal proclamations will also be sought.

One of the lead-off observances during 1951 will be the dedication and erection of a plaque by the Maryland Historical Society at the site of the first American commercial ice cream plant. This will take place at the Western Maryland Railroad station in Baltimore where Jacob Fussell and his associates first produced ice cream for wholesale distribution.

The plaque itself will read:

BIRTHPLACE OF THE ICE CREAM INDUSTRY

On this site Jacob Fussell in 1851 established the first wholesale ice cream factory in the world. This was the foundation of a major American industry, devoted to the production of one of the most wholesome, nutritious and popular foods.

Erected June 15, 1951, under the auspices of the Maryland Historical Society by the International Association of Ice Cream Manufacturers.

A complete story on the plaque dedication ceremonies will appear in the May issues of the trade publications, and pictures of the event will be published in the June issues.

Mr. North also revealed that United States postal authorities have been approached with the idea of introducing a commemorative stamp during the Centennial year. Similarly, contact has been made with the State Department for the joint production, with the International Association, of a motion picture of historical importance which could be shown in this country and abroad. Also, Hollywood studios are being petitioned to produce a movie in which ice cream will be stressed as a symbol of the American way of life.

Further promotional efforts will be directed at radio and

(Continued on page 71)

Get a New View of what **MEYERCORD DECALS** can do for you!



SEE DECAL-DECORATED TRUCKS IN 3-DIMENSIONAL FULL COLOR RIGHT AT YOUR OWN DESK!

Yes, see for yourself how leading fleet operators utilize free space on their trucks with washable, weather-tested Meyercord Decals. Brilliant full-color Stereo slides show Decals in actual use for product illustrations, brand names, packages and insignia at a fraction of handpainting cost. Overnight application converts your trucks to high readership "Ads on Wheels." In any colors, size or design, Meyercord truck Decals can be produced at a modest unit cost for 12 trucks or a thousand. Free design service.



INVITE US TO SHOW YOU...

Let us show you 3-dimensional stereo slides of full-color truck Decals as they are used by leading fleet operators. No obligation. Write Dept. C-0-2.



CONVERT YOUR TRUCKS TO "ADS ON WHEELS"



**All the true, rich flavor
of the chocolate bean...
makes Johnston coating**

Young America's choice



FREE — Sales helps to bring you extra profits!

Ask your Johnston Representative about proven sales helps to boost your profits. And, remember, when you use Johnston coating, you're using the finest. Real chocolate flavor brings 'em back for more and more!





COPYRIGHT
WALT DISNEY
PRODUCTIONS

Wait'll you get an eyeful of the **BIG, NEW I. C. N. PLANS FOR '51!**

Big, new Driver-Bonus campaign with an exciting catalogue of prizes to build up a bigger than ever harvest of orders for your Donald Duck stick confections.

Expanded Donald Duck Premium Program with giant 1951 Gift List to bring in a giant catch of ICN premiums from millions of kids!

Continuing popular Donald Duck Clubs of America to make new friends for ICN in your area.

New point of sale pieces to button up more on-the-spot profits for you!

Loads of catchy radio spot announcements available for your big sales "pushes".

New and exciting newspaper mats to help you pack more sell into the areas you want to build up.

Plus, year-round technical service — within reach of your phone — for anything from a manual to a high speed operation.

*It's Easy
to Build Profits
with I. C. N.*



Ice Cream Novelties, INC.

601 WEST 26th STREET, NEW YORK 1, N. Y.
400 WEST OHIO ST. 2744 EAST 11TH ST. 100 STERLING ROAD
CHICAGO, ILL. LOS ANGELES, CALIF. TORONTO, ONTARIO, CANADA



"Point 4" Plan for Sales

ALL of us who are zealous for the steady advancement of the ice cream industry have been disturbed by decisive sales decreases since 1946, in spite of an enlarged population, and in spite of having more money in circulation than Midas ever dreamed of.

Let us not waste time over post-mortems. Let the dead past bury its dead. Let it suffice to suggest that recent industry history sets forth, rather clearly, the four things that we must do to make successive, steady gains. These four things are:

1. Have them see our product where it is for sale.
2. Have them frequently taste our product where it is for sale.
3. Have this product uniformly good.
4. Have it properly priced in relation to value.

By G. P. GUNDLACH and C. W. ESMOND

G. P. Gundlach and Company
Cincinnati, Ohio

It is an old truism that merchandise well-displayed is more than half sold. Ice cream, for the most part, is not displayed (or suggested), or, at best, it is very inadequately displayed. Here, we use the term "displayed" rather broadly to include suggestive selling on the part of clerks and waitresses, menu reminders, etc.

In contrast, Coca-Cola, for example, is "adequately displayed." The results, in terms of Coca-Cola sales, speak for themselves.

Many ice cream manufacturers buy point-of-sale advertising for ice cream, and then fail to use it. Even the most beautiful ice cream pictorials, stacked away in a stock room, have no selling punch.

"Too busy" is the usual explanation for failure to put up advertising. It often develops that the "busy-ness" consists of placing more cabinets in more remote stops, or, quite as likely, taking a stop away from a competitor who, in turn, walked off with two of the first manufacturer's stops for good measure.

Sampling Usually Scores

Giving Mrs. Consumer a delicious taste of Such-and-Such Brand of ice cream at the store where she stops habitually is rarely done. Yet, it costs little and it is almost a sure-fire producer of an immediate sale, and subsequent sales.

Sometimes—more often than we like to think—Mrs.



ON-THE-SPOT display designed to stimulate interest in the Kitchen-Fountain-Soda idea is pictured here. Purpose of the promotion is to induce housewives to increase their home use of ice cream.

Consumer is disappointed with the ice cream she buys. This may be a serving at the soda fountain, or it may be a package that she carries home. The soda fountain serving may be served unattractively; the store service and atmosphere may be indifferent, and the price may be entirely out of bounds with relation to value.

The package that she carries home may have been made from indifferent dairy products; may have been over-neutralized; may have become hoary with age in the dealer's cabinet; may have been featured as a delicious fruit or nut combination but, when it is served, it is almost impossible to find even traces of the fruits or the nuts, or whatever else.

Or, while the product itself may be of reasonable excellence, it is wrapped up in such a drab-looking container as to partially neutralize the natural excellence of the product in the container or carton.

Again, the sales, whether the product be mediocre or excellent, are stopped cold by prices that the consumer considers entirely out of line with the value. Most usually,

this is due to the short-sighted dealer who thinks he must have a certain mark-up on everything he sells, regardless of the rate of turnover.

The industry has wrung its hands over this situation, but hasn't done too much else. It is time for action along two lines:

First, we need to carry out a determined educational program that gets each and every dealer to realize that he can make more profit-dollars by selling a large volume of ice cream at a modest margin of profit, than he can by selling a small quantity at an excessive profit. Also, he must learn that the extra people he attracts to his store by giving good ice cream values will enable him to do more business in other departments, and thus increase his profits on non-ice cream merchandise.

Second, we need to encourage those dealers who are willing to go along on this kind of policy, by making the public aware of standard prices they should pay, thus encouraging patronage for those dealers who are content with a modest profit at the expense of those who insist on unreasonable profits.

The half-gallon package enables the consumer to get more for her money. It encourages freer consumption of ice cream at home. The possibilities are just beginning to be realized. (See some typical half-gallon point-of-sale displays in the photo on page 43.)

One stimulating incentive to buy ice cream for home use, notably in the half-gallon, that has appeared in recent months is the Kitchen Fountain Soda. This combines the use of ice cream and soft drinks. Many families have one or more kinds of soft drinks in the refrigerator all the time. Promoting this idea, particularly among the younger set, adds appreciably to ice cream sales.

Realistically sizing up the situation makes it quite apparent that what we need is not some magic new formula for promoting ice cream consumption. Rather, it is an urgent need for us to apply the things that we already know.

We do not have to argue with people or high-pressure them into eating ice cream. We merely need to remind them and keep reminding them; to whet their appetites and re-whet them again and again and again.

Deliciously Different

★ TOASTED CHOPPED NUTS

Extra Taste Tempting Goodness

★ FULL-FLAVORED BUTTERED PECANS

A New Taste Thrill

★ BUTTER TOASTED ALMONDS

THE CHARLES A. PETERSON COMPANY

917 CARNEGIE AVENUE

CLEVELAND 15, OHIO



INSULATED BAG

The new—low priced—JIFFY JR. Insulated Bag—designed for "short-time" carry out protection of perishable foods—is now available.

JIFFY JR. differs from the regular and familiar Jiffy Insulated Bag in its thickness of insulation. Whereas the insulation of the regular Jiffy Insulated Bag will protect perishable foods such as ice cream and frozen foods for many hours, JIFFY JR. will preserve these foods for about one hour.

JIFFY JR. is attractive. Its over all print design is a rich looking cloth pattern. It is eye appealing—attention getting.

JIFFY JR. is the most economical insulated bag on the market.

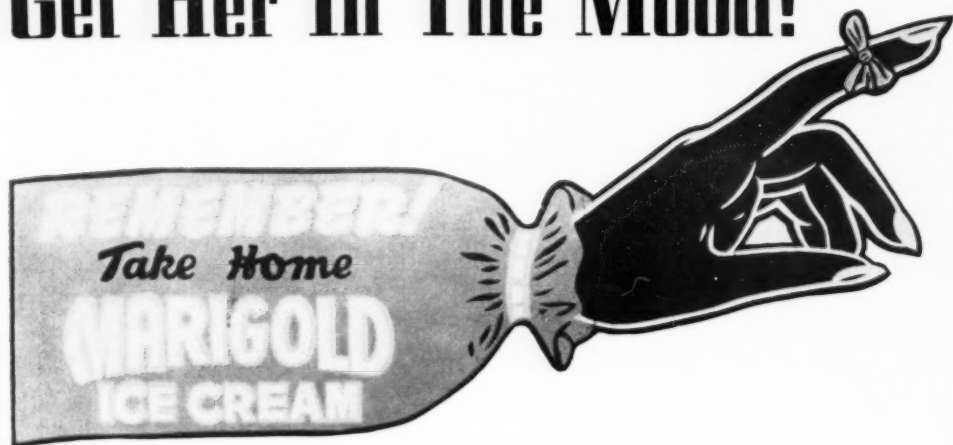
WRITE OR WIRE IMMEDIATELY FOR PRICE QUOTATIONS



MANUFACTURING COMPANY

HILLSIDE ★ NEW JERSEY

Get Her In The Mood!



A MAN of long experience in the ice cream industry was overheard to remark recently: "Let's face facts.

Ice cream is strictly an impulse item. It's seldom, if ever, written down on the housewife's marketing list. If she buys it for dessert, the chances are that some point-of-sale sign sold her *on the spot*."

There are lots of people who would agree entirely with these comments, but just about everybody will agree that there's at the very least a good measure of truth in the above quotation. Experience has shown conclusively that

the way to increase home consumption of ice cream is to remind the shopper while she's obtaining the staples, and that the most effective "reminders" are window displays, in-store signs, posters, streamers, decals, and similar "get-her-in-the-mood-to-buy" materials.

One of the most interesting examples of this type of advertising is the recently-introduced "Day-Glo" replica of a person's hand, to which is affixed a ribbon that serves as a reminder to "take home ice cream." The device is illustrated in the photograph above.

This point-of-sale creation is attached by means of an adhesive material attached to its back. But it is designed for installation in such a manner as to leave the entire hand free, from the wrist down. As placed strategically in retail stores, the hand flaps loosely, and the device achieves a three-dimensional effect which in turn achieves increased ice cream sales. The moving hand points a reminding finger from its position on backbars, ice cream cabinets, store windows, and exit doors. Its attention-getting qualities have been difficult for consumers to resist, according to reliable reports. Not the least of these qualities is the neon-like effect achieved when light passes through the display. This renders the "hand" effective for both day and night use.

Another point-of-sale development is the home refrigerator display, illustrated at the left. This eye-catching unit shows a woman opening a refrigerator which measures thirty-two inches by twenty-eight inches. The cold compartment, which allows room for replicas of the ice cream manufacturer's actual packages, measures fifteen by seven by four-and-a-half inches deep. It comes with a six-foot electric cord and takes a seven-and-a-half watt bulb, either flasher or conventional type. Substantial improvements in ice cream sales have resulted from the effective use of both the refrigerator and "Day-Glo" displays, according to their manufacturer, Milprint, Inc.



..here's why You should buy Your 1951 VOGT FREEZERS Now!

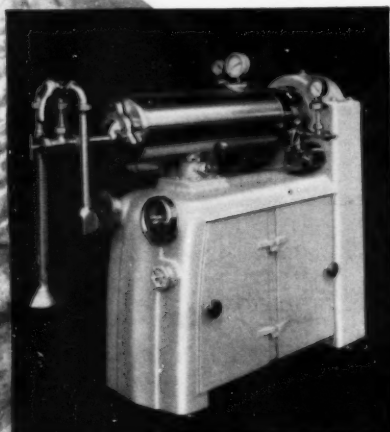
NOW is the time to get the Vogt Continuous Freezers you'll need to meet next season's demands for increased ice cream production... and profits.

NOW ... when the installations can be made without interrupting next season's production schedule.

NOW ... so that operators can get thoroughly acquainted with the new equipment before the season starts.

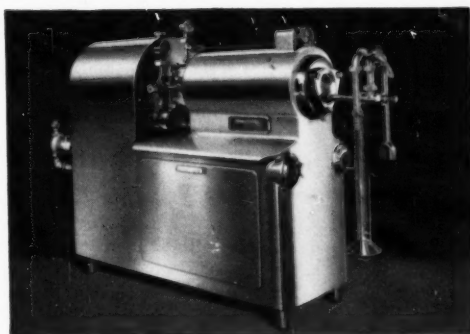
NOW ... while the materials are available to build the Vogts you need.

NOW ... before new and expected restrictions, material shortages and added costs affect availability and force prices up.



NEW VOGT COMMANDER — Newest quality and profit getter in the famous Vogt line. Three streamlined models with capacities from 40 to 300 gallons per hour.

..Plan Now... Order Now!



VOGT SILVER STAR — the all stainless continuous freezer for higher production of better textured ice cream. Also, the White Star, with all stainless product contact surfaces; stainless and enameled base. Three models, capacities from 36 to 400 gallons per hour.

Plan Now ... to produce a quality, creamy smooth product of greater customer appeal that will win—and hold—more customers for you next season.

Plan Now ... to sell Vogt Frozen ice cream ... the standard by which all other ice cream is judged.

Order Now ... and be sure that you enjoy the advantages of increased production next season without increasing processing costs. Your new Vogts can give you greater production per machine... greater production per man-hour... in the same floor space, or less than you are now using.

Get Complete Information NOW!
See your Cherry-Burrell representative
or send the coupon today.

CHERRY-BURRELL CORPORATION

General Sales and Executive Office:
427 W. Randolph Street, Chicago 6, Ill.
Milk and Food Plant Equipment and Supplies
FACTORIES, WAREHOUSES, BRANCHES, OFFICES
OR DISTRIBUTORS AT YOUR SERVICE IN 56 CITIES



trendmaker in a great industry

Cherry-Burrell
Dept. 120, 427 W. Randolph St.
Chicago 6, Illinois

☐ Send bulletin on Vogts of capacity.
☐ Have representative call.

Name

Firm Name

Address

City Zone State



DECAL VARIETY: Window or backbar sign (left); trademark panel for window valance (above); another window display (right). Other uses are possible.



Street-to-Store Salesmen

PPOINT-of-sale promotion with decals starts on the sidewalk . . . and clinches the sale inside!

Decals go up because dealers welcome smartly styled programs that provide personalized store identification and decoration. They stay up for years, and set new records for not being filed in the waste-basket because they *serve* the dealer by identifying his store as the place to buy specific brand merchandise—and by announcing services offered by the dealer.

There are thousands of retail windows, doors and counters, walls, mirrors and backbars that offer free advertising space for *your brand* of ice cream. Take advantage of them.

Out on the sidewalk, the advertiser can concentrate his entire advertising program—theme, art work, brand names, slogans and truck decoration—by focalizing it on the store front with decals.

Brilliant, full-color, top-of-the-window valances, plus

spot signs for windows and doors tell the passer-by that this is the place to buy *your brand*—and provide new beauty and smartness for the dealer's store front.

Extensive decal window sign programs supplied by outstanding ice cream merchandisers such as Beatrice, Swift and others, contain trade mark panels, package illustrations, product pictorials and privilege panels to tell store services. A dealer may request strips from a wide range of messages. Even his name can easily be added to the valance *in the field* with decal letters corresponding in style to the other privilege panels.

Lives 3 Years

The average life of a decal sign is three years of selling, day and night. As an advertising medium, decal window displays for *your brand* rate amazingly high in "readership." Just 10,000 full-color decals seen by only ten persons each day will yield a "circulation of 36,500,000 in one year—or 109,500,000 for the life of a sign, at a cost of only \$2,000 to \$3,000.

One full-color advertisement to the same circulation in large national magazines would cost 100 times as much.

Now, walk inside.

To point out the tremendous value of decal signs inside the store—remember that nearly half of all retail sales in the ice cream field are made on impulse.

Counter space and display limitations may force your *brand* out of sight—but a decal will continue to sell for you on an amazing variety of surfaces. Here again the permanence of decal signs is of vital importance!

Durable, colorfast, weatherproof decals may be used on

BY RALPH E. ROYER
The Meyercord Company
Chicago, Illinois

IN A
STEW OVER
STRAWBERRY?

VEXED OVER
VANILLA?



All fruits contain water, sugar, and acid, but seldom do you find uniformity in fruit taste. Virginia Dare True Fruit Strawberry extract can make the difference in uniformity, in fullness of flavor. True Fruit Strawberry used as a blender adds a great deal to your finest flavor. And where cost is a factor,—one ounce of our #98 Strawberry saves approximately 1/2 pound of fruit.

VIRGINIA DARE
FLAVORS are the answer!

Over half of all ice cream sold is Vanilla—a situation that makes us feel at least twice the attention should be paid to Vanilla problems. The best thing any Ice Cream man can do about Vanilla is to connect with a quality house and work with their representative in selecting a Vanilla to suit his particular needs.

For these good reasons—
 it's been Virginia Dare
 For Flavor Since 1835.

GREEN Points the Way to St. Patrick's Day!



For your special promotions: Virginia Dare Pistachio, Creme de Menthe, Lemon and Lime, or Lime. Also Virginia Dare favorites . . . Pistachio-Pineapple and Pineapple-Creme de Menthe Bisques.

Write for Free Sample or ask your Virginia Dare Representative



Representatives in Principal Cities

VIRGINIA DARE
EXTRACT CO., Inc.
Bush Terminal Building No. 10
Brooklyn 32, New York

FRESH

A proven, uniform, economical
ice cream stabilizer—
backed by Stein Hall Control
Chemists and engineered
in Stein Hall modern
research laboratories! A
quality product worth your
investigation.

STEIN HALL
285 MADISON AVENUE NEW YORK 17, N. Y.

Branch offices in 16 cities in U. S. and Canada

almost any surface, indoors or out. They are easy to apply. Transferring a decal takes no special skill or training, yet the result is always a professional-looking, attractive sign, complete in minutes.

There are hundreds of "sales surfaces" inside every store. Decals convert them all into advertising for *your brand*. You can transform table tops, backbars, booths, mirrors, counters, chair backs, showcases, windows, walls, ice cream cabinets, glasses, phone booths, refrigerators, coolers, shelf edges, scales or doors into signs selling for you.

Because of this flexibility in actual application decals are well adapted to point-of-sale use. With almost unlimited variety in size, design, color and trademarks, product illustrations and halftone reproductions in full appetizing color can be produced in any quantity. Multicolor register, standardization of design and quality of artwork are economical and practical with decals.

From the sidewalk to the act of buying, decals complete an over-all advertising and sales story with vivid color, bold size, brevity and dramatic interest.

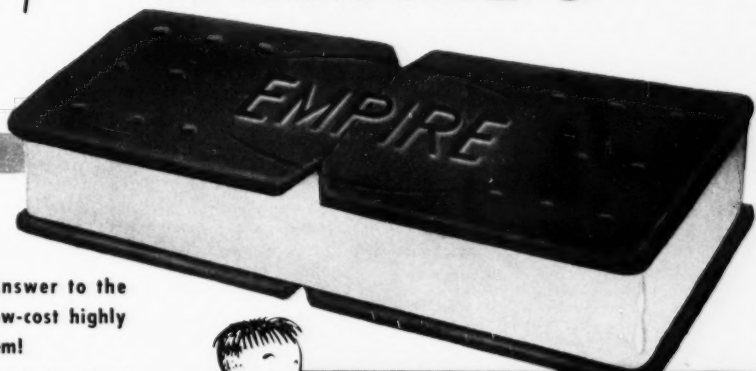
Decals belong in your advertising budget if you want to profit from increased impulse buying at the point-of-sale. This is an advertising medium that *cannot be matched* dollar-for-dollar in creating recognition and sales for *your brand*.

"MERRY-GO-ROUND" in full carnival color is representative of the point-of-sale displays being utilized in 1951 by members of the Quality Check Dairy Products Association. The unit measures 4½ feet from the Quality Check insignia on top to the die-cut replica of a crowd at the bottom. It is six feet in circumference. The canopied tent-top shelters a revolving six-sided drum. Each of the six sides holds one 12 by 18" ice cream feature or special poster announcing "today's special." Illumination is provided by light filtering down from under the canopy and up from the base of the display.





in **EMPIRE'S**



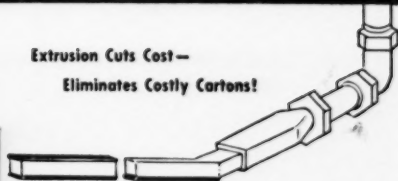
THE REALISTIC Answer to the demand for a low-cost highly merchandisable item!

Here's a powerful variation of an already tested item—Empire's Giant 2 x 5 1/4 sandwich. Wherever used, the Giant has increased sales by as much as 122% because it looks bigger—sells better. Now Empire has created the "Twin Sandwich"—one that can be split neatly and easily by the retailer or the "small fry". The merchandising possibilities of the Twin Sandwich are unlimited. So if you've looked for a low priced sandwich ... if you're looking for bigger sandwich sales ... if you're looking for increased gallonage ... send right now for samples of the Empire TWIN SANDWICH WAFER.



New **TWIN SANDWICH**

**Extrusion Cuts Cost—
Eliminates Costly Cartons!**



EMPIRE BISCUITS

30 Waverly Avenue, Brooklyn 5, New York

The only equipment you need is your continuous freezer and an extruder that costs exactly \$15. At that point—extrusion helps you pocket extra profits instead of spending them on costly cartons. It's the efficient and economical way to produce sandwiches. Send now for complete details.

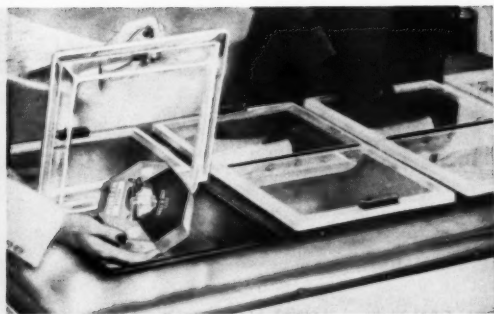
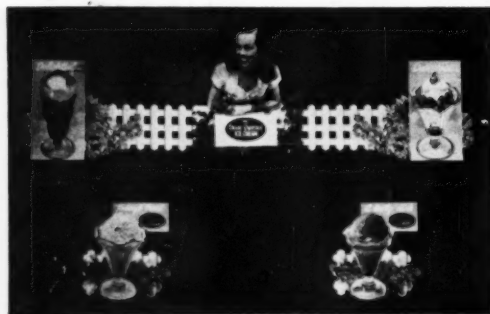


ALL-METAL, externally-illuminated, embossed box signs are currently being featured by the MULHOLLAND-HARPER COMPANY (see photo at left). Interchangeable privilege panels add to the flexibility of each sign, and help sell a brand name by clear identification of the outlet, the manufacturer points out. External lights illuminate the sign, the sidewalk beneath, and the store front. Light in weight, the sign is said to be easily erected. It is finished in high-baked enamel, a process which reportedly adds to the sign's durability.

POINT-OF-SALE PICTURE PAGES



THREE-DIMENSIONAL displays are the specialties of NEO-PHOTO. A recent development is contained in the photograph at the right. The ice cream manufacturer may order a specific sales message to be included as part of the display. Below, left, is pictured a typical backbar display as created by the WEILLER COMPANY. This organization has recently placed on the market a series of fruit and nut illustrations for popular flavors of ice cream. A realistic reproduction of the actual fruit is an integral part of each display, which is lithographed in full color. The use of transparent cabinet lids is illustrated in the photograph below at the right. These C-Thru lids are manufactured by the THERMACOTE COMPANY, which recently announced an eighty-one per cent sales increase in 1950 over the previous year. The lids are constructed of lucite or plexiglass, with a double hermetically-sealed inter-layer which reportedly guarantees against fog or moisture formation on the inside.





CATCHING CUSTOMERS coming and going is achieved with the new "Dual-Ad" point-of-sale decals developed by MORSE DECALS, INC. As illustrated in the photo at the right, each of these devices carries two messages, one facing the street, and the other directed at customers within the store. Below, at the left, is pictured an application of PALM, FECHTELER & COMPANY decals at the retail level. The Carvel Corporation employs these decals in its expanding chain of franchised drive-ins to identify, decorate, instruct and sell its products. Carvel's delivery trucks and salesmen's cars are decorated with similar full-color decals. In the photo below at the right is illustrated a three-piece fountain display designed by S. J. WOLFF & COMPANY. These are said to be effective in stimulating sales of bulk ice cream, because of the inherent human interest and appetite appeal factors. For other recent developments in the field of point-of-sale materials, see the section beginning on page 43 of this issue.

ORGANIZED IN 1947, the WHITEHEAD CRIST COMPANY has specialized in creating metal signs for both indoor and outdoor use. These signs—one of which is pictured at the left—have been supplied to ice cream manufacturers the capacities of whose plants vary greatly. The full line includes hanger-type signs for highways and stores, sidewalk signs, flange-type and tackler signs. Color is available, and its use is cited as one of the numerous factors which contribute to the effectiveness of the display. The firm's 1951 catalog is available on request.

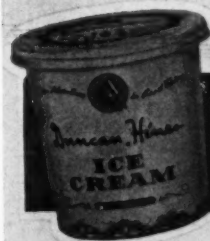
topic of the month

A "DUAL-AD"

GLASS DOOR DECAL



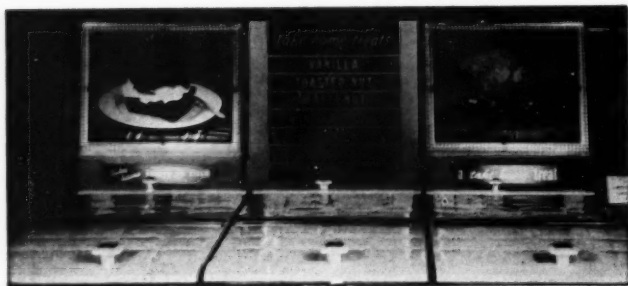
FRONT (FACING STREET)



Thank you
CALL AGAIN

BACK (INSIDE STORE)





FULL-COLOR TRANSPARENCIES, framed in superstructures, are eye-catching and customer-catching devices, and can be affixed readily to ice cream cabinets. Attachment is effected by the use of suction cup grippers.

SAY IT WITH PICTURES

IN one phase of its research program for the present point-of-sale issue, the editorial staff of *ICE CREAM FIELD* invited William Melish Harris, management consultant and producer of on-the-spot sales devices, to discuss current trends in this type of merchandising. Mr. Harris was formerly Director of Sales Promotion for the National Dairy Products Corporation and was employed in a similar capacity for the National Biscuit Company.

"Picture-Minded Age"

Referring to what he called the "picture-minded age," Mr. Harris stressed the importance as sales aids of lighted superstructures for ice cream cabinets. He cited the recent survey sponsored by the International Association of Ice Cream Manufacturers which indicated that almost five times as many ice cream manufacturers (of those polled) preferred lighted color pictures as a merchandising device to mirrors which reflected the actual product packages.

"This is rather overwhelming evidence that ice cream merchandisers are right in tune with public taste and sound advertising techniques," Mr. Harris declared. "The largest magazine circulation in history has been achieved by *Life*—the picture magazine. The tremendous circulation of tabloid newspapers and the popularity of television attest to the impact of pictures," he pointed out.

"Truly the way to capture the public's attention is with pictures which can tell a thousand-word story in an instant—without words," he said.

It is a well-established advertising fact, Mr. Harris stated, that to show your product in use is to stimulate in the viewer a desire to enjoy it, too. "Ice cream," he said, "so largely bought on impulse, can capitalize to the fullest extent on these established facts. The tremendous appetite-

appeal of ice cream can best be exploited by portraying it in mouth-watering pictures. By producing these pictures in full, back-lighted colors, virtually 100 per cent attention by store traffic is assured because the eye cannot ignore a lighted color picture. When more people look, more people buy," Mr. Harris asserted.

To illustrate this remark, Mr. Harris discussed the advent of the supermarket. He attributed the phenomenal growth of these outlets to the theory that "mass production requires mass distribution." These supermarkets, he pointed out, now account for a huge percentage of ice cream sales. This is largely due to the fact that many ice cream organizations are vying for the patronage of the heavy supermarket traffic by equipping their cabinets with lighted pictures. "This enables more people to look," Mr. Harris said, "and more sales invariably follow."

Science Has Done Its Part

Modern science and technology have developed the means to harness the power of pictures, Mr. Harris believes. Furthermore, he predicted that these advances can be utilized effectively by ice cream manufacturers with the new full-color transparencies now on the market. These attractive pictures are framed in appropriate superstructures and affixed to backbars or—as in the accompanying illustration—to ice cream cabinets. Mr. Harris believes that there are now in service hundreds of thousands of ice cream cabinets whose merchandising efficiency can be multiplied by the addition of small auxiliary lighted transparencies of the type made available to the trade late last season.

The interview was concluded with Mr. Harris's admonition to ice cream manufacturers to "make full use of the power of pictures to increase sales in the 1951 season."

Plant Construction

—from page 26—

and equipment make up the biggest share. With the installation of larger capacity equipment and the resulting shortening of the processing time in many plants, the expenditure for that portion of the total labor which is required for dismantling and cleanup becomes materially larger. Increasing thought must be given to and provision made for the efficiency of the men who must clean up after the processing is over. This item of expense can be reduced in almost every plant if given careful study and the necessary steps taken to make operations thoroughly convenient.

This year a scholarship is being completed at Michigan State College at East Lansing entitled "A Time and Motion Analysis of Cleaning Operations in Dairy Plants," which was sponsored by the ADSA, DIC-SSS and DISA membership. To the best of our knowledge this is the initial effort by an educational institution to study the overall problems of plant sanitation and the best methods of maintaining them with a minimum of labor. It is hoped that there will be many more such studies undertaken as much more work is needed than can be accomplished in the time allotted.

Layout of the plant and its equipment to give a continuous flow of products, with a minimum of sanitary piping and handling of raw and finished products, is the first duty of the plant designer. This takes templates and much shifting and study to produce the layout giving the best operating efficiency and economy.

Current Research

Speaking of sanitary piping, most of you know that installations of permanent glass and stainless steel lines, cleaned in place without dismantling, are being subjected to continuing research study at Cornell, Illinois and Georgia Universities, and that such installations are being operated daily in several representative plants throughout the country under at least provisional permission of the health agencies having jurisdiction. Very thorough and careful bacteriological control studies are being maintained and results accumulated by most competent control personnel in these plants.

Ultimate general acceptance of this system will in our opinion depend mainly upon (1) the continued care with which the cleaning job is done, and (2) the continued maintenance of competent laboratory control of the efficiency of the cleaning and sterilizing of such permanent sanitary lines. The resulting saving in labor time by eliminating the dismantling of sanitary lines is very material. Accordingly, equipment layouts should be studied even further to determine whether provision can be readily made for the continuous piping circuits required (for the recirculation considered necessary for acceptable results) when, and if, cleaning of permanent piping in place may be accepted in a particular location.

There are further indications that one of the prime ICE CREAM FIELD, February 1951

The LIFETIME BROTHERS

Experiments steal money from your bank...

Be safe—be sure—be wise... get the Lifetime Stainless Tanks!

There is nothing that takes the place of experience—particularly in fabricating Stainless Steel Refrigerator or Storage Tanks. The engineers and builders of Lifetime Tanks have, literally, a lifetime of knowledge and "know-how". That's your safeguard!

Always in Stock "Time-Tank" Systems of Lifetime Tanks



TIME-TESTED FEATURE 1

Heavy, cork insulation. Heavy gauge stainless steel walls and heads expertly welded with "invisible" seams. Insulated Manhole door

TIME-TESTED FEATURE 2

Full-Flow cooling chambers, applied to wall in direct proportion to refrigerating requirement, allow an all-directional sweep of refrigerant.



TIME-TESTED FEATURE 3

The entire cooling system of Lifetime Tanks is made of stainless steel. But more, it is safety-tested up to 300 lbs. of pressure.

12
34



TIME-TESTED FEATURE 4

The "Ringmaster" rings provide refrigeration of the air space directly above the tank contents. Quicker, more uniform cooling. Better control of bacteria.

ALLOY PRODUCTS CORP. WAUKESHA WISCONSIN

requirements for efficiency and reduced costs will be the layout of the building and equipment in relation to cleaning facilities. More conveniently located (and adequate) space must be provided for hose connections, wash sinks, utility tables, cleaning agents, brushes, gaskets, etc. which will reduce the man hours now required on the job in providing such service. The designer who provides everything indicated for ventilation, floors, walls, lighting, floor drains, etc. to make the processing room most efficient during the processing hours must also give equal consideration to the convenience of the cleanup men who must work after other operations are completed, which is often at night.

Cleanup Men Instrumental

The cleanup men often really hold the owners' purse strings. These men disassemble and assemble thousands of dollars worth of machinery each day. As equipment manufacturers, we know that the useful life of sanitary parts depends normally not on how many hours they have run, but on how many times they were taken apart and what care was used in handling the parts during this time. We know that the ability of those men to do a good job, both from a mechanical and sanitary standpoint, may mean the difference between profit and loss in a business.

We can all think of many ways to make cleanup a better job. For instance, the next time you are in the ice

cream plant at night, look at the homogenizer or continuous freezer and see how difficult it is to see the small parts. Often a light could be installed at a lower level or a portable light could be used. A dropped pump part or misassembled homogenizer valve would certainly pay for the additional facility.

The rules say that $\frac{1}{4}$ " pitch per foot should be provided for proper drainage on dairy plant floors, but many floor drains are set at the bottom of a regular pocket, the depth of which causes the men to think constantly of their own welfare instead of being at ease while going about their jobs.

In conclusion, our housewives are getting their kitchens built in such a manner as to save steps and time by having everything needed within easy reach. If we ourselves had to do the cleanup job around the dairy, we too would want to modernize the layout of many of our plants. Certainly in any future consideration of cost reduction, alterations or a new dairy plant building, we should all give sufficient study and spend a little more money to make the cleanup job more efficient, convenient and pleasant. When this is accomplished, improved sanitation, as well as really significant labor economies, will definitely and automatically result.

This article is based on a paper presented during the 1950 convention of the International Association of Ice Cream Manufacturers, held in Atlantic City, New Jersey.

MORSE DECALS COST LESS

because

**THEY
LAST
LONGER**



S10 A1
23" x 18"
HOUSE ONLY



S10 B
16 1/2" x 7 1/2"
ONE PIECE
COMBINATION



S10 C
12" x 5"
DRUMSTICK
ONLY

**FROZEN
DRUMSTICK**

S10 D
13" x 4 1/2"
NAME PLATE ONLY

Famous
**WATERMOUNT
DECALS**
for
**TRUCKS AND
OUTDOOR EXPOSURE**

MORSE DECALS, Inc.

FACTORY AND GENERAL OFFICES • 1215 EAST 14th STREET, LOS ANGELES 21, CALIF.

A Work of Art



FOOTE & JENKS
JACKSON, MICHIGAN

VANILLA FOR SIXTY SEVEN YEARS



NEW
Kari-Kold
PUTS MECHANICAL REFRIGERATION IN YOUR DELIVERY TRUCKS!

- * SAVES AS MUCH AS \$14 PER MONTH COMPARED TO DRY ICE REFRIGERATION
- * CREATES MORE PROFITS BY PROVIDING MORE STORAGE SPACE

INCREASE YOUR ICE CREAM SALES AND PROFITS

New sales profits from ice cream are now possible on routes with Kari-Kold. Kari-Kold offers much greater convenience in handling ice cream on routes. Kari-Kold holds more than dry ice packers, at lower cost with greater safety—a better selection for customers.

Write for literature on this new mechanical refrigeration unit for ice cream and frozen food delivery on milk and bakery routes—get complete details. Write today.

Kari-Kold COMPANY
 263 BRIARWOOD AVENUE, S. E. • GRAND RAPIDS, MICHIGAN

Speedwell

—from page 32—

zation will investigate it thoroughly, and if it appears that the product will lend itself to smooth-running production and reasonable profits, Speedwell Farms will be among the first to place it in production.

Such an item is the newly-developed ice cream tart that is produced on an Anderson Bros. Model 34-C ice cream and syrup filler. A special nozzle affixed to the filling machine enables plant personnel to turn out a product that closely resembles the old-fashioned pastry tart. The nozzle, which is furnished by Limpert Bros. of Vineland, New Jersey, not only decorates the tart but leaves in it a central depression in which fruit or chocolate topping is poured.

The decoration is an innovation in itself. It consists entirely of ice cream—not whipped cream—and is fluted around the outer edges of the tart. Elimination of the whipped cream reduces the cost of the finished product and its perishability. The photographs on Page 32 indicate the simplicity of the operation by which the tarts are manufactured. Each finished tart contains three ounces of ice cream and one ounce of topping.

Speedwell Farms has found the current version of the ice cream tart to be a successful seller in its many retail outlets. Consumers like the idea of being able to purchase four of the tarts in a convenient box that is easily stored in home refrigerators. They also favor the tart as an ideal dessert for just about any meal.

Speedwell Farms trucks deliver the tarts and the complete line of ice cream products to stores in Fall River, New Bedford, Taunton, Rehoboth, Seekonk, Swansea, Somerset, Tiverton, Portsmouth, Dighton, Westport, Rochester, Mattapoisett, Fairhaven, Little Compton and Adamsville.

The company itself is an outgrowth of the Lyndonville Creamery Association, which originated in Lyndonville, Vermont. The association grew rapidly from its beginning in 1894, and soon had centers of distribution and plants at Boston, Lowell, New Bedford, Watertown, Braintree, Reading and Fall River.

The pace at which the company grew in those years has been accelerated today. Speedwell Farms looks forward to the coming years with optimism based on past experience.

LEO BERUBE sees to it that the Speedwell Farms ice cream operation proceeds in the modern manner.



BY R. A. SWANBURG

Philadelphia Dairy Products Corporation
Philadelphia, Pennsylvania

GALLONAGE RECORDS

THE work of recording the individual dealer's purchases has always been considered a menial and tedious job. What we may have overlooked in considering the work is the value of the results obtained if put to proper use. From this record we obtain positive information that will guide us in making decisions and planning. Here are six of the main uses:

(1) Profitable dealers: You have a compact record of the sales to every dealer. Is the dealer selling enough to make you a profit? Do his purchases warrant expenditures for special advertising?

(2) Rebates: Both quantity or volume rebates and refrigeration allowances are now generally given, and correct accounting for purchases by customers is very important.

(5) Cabinet requirements: This record will show whether a dealer's sales require additional storage space to warrant investment in equipment or if they already have too much which could be removed and put into profitable use.

(4) Deliveries: The industry learned during the war that daily deliveries to outlets were not necessary, and further economies can be made by a study of quartage records to effect greater savings by eliminating unnecessary delivery days.

(5) Merchandising to increase sales: There are possibilities of increasing sales by studying what a dealer buys. Does he use all your products? Why are his sales lower than last year?

(6) Rationing: We hope this will never become necessary again but if it does, this record will be the basis for equitable distribution.

There are several ways the quartage or gallonage records can be accumulated.

First, posting from delivery route sheets. This routine is used by some companies where the dealers are called on the phone for their orders for delivery the following day. After orders are received, they are entered in detail on a route sheet with dealer's name and address and the units of the products ordered. After settlement is made with the cashier and the total of sales is determined, the items sold are posted to another record indexed with the dealer's name. Here, the daily purchases are accumulated by items and at the end of the month the totals are transferred to a summary card which also lists all products. Then the unit totals posted to the summary card are added to get the total purchases for every dealer and also the miscellaneous sales to lodges, societies, etc. In making the additions, it is necessary to convert the novelties into quarts by use of conversion tables. Most of the novelties we sell are in dozen units which when converted come to quarts and fractional parts of quarts. In the final total we eliminate the fractions. In making the daily accumulation our company uses a four month detail Kardex card. The summary card covers a four year period. Both the detail and the summary card are contained in the same pocket of the Kardex file. Another company uses a twelve month detail card and a one year summary card. In the latter company, they keep the previous year's summary card in the same file for comparison. Their cards are kept in separate files to eliminate interference with the daily postings.

The second system is the use of the duplicate copies of

(Continued on page 66)



Smooth As Velvet

THIS is the story of Velvet Freeze, Inc. — a large group of retail stores that grows and grows in the midwest. More important here is the story of the strongest link in this chain, the link that holds together the entire enterprise—the link called “consumer satisfaction.” There can be no success story in any retail business without customer satisfaction as its climax. But at the stores and plants of Velvet Freeze, the employees start with the principle of making the buyer happy and go from there with a program of increasing sales to realize personal bonuses and company profits.

Well, how do you make the public happy? A business authority would advise:

1. Offer good value at lowest possible price.
2. Make the stores clean, pleasant and inviting.
3. Secure convenient shopping locations.
4. Open evenings and Sundays to suit the public's leisure hours.

In brief, that's the formula for the Velvet Freeze operation. The firm was selected this month by ICE CREAM FIELD as an excellent example of an organization that is selling ice cream and only ice cream, winter and summer. Actually Velvet Freeze, Inc., and subsidiaries comprise four manufacturing plants, 130 company-owned retail stores plus a large number of franchise stores. The plants are located in St. Louis and Kansas City, Missouri, with sub-

SIGN OF progress achieved by the Velvet Freeze organization is the before-and-after so-

quence here. At the left is a view of the fleet of refrigerated trucks in front of the

plant; the time is 1937. At the right is pictured the St. Louis plant, as it looks today.





HERMAN BODY Company built this Velvet Freeze trailer.



ALEX GROSBERG



JACOB MARTIN

subsidiary plants known as Tompkins Ice Cream Company in Milwaukee, Wisconsin and Daisy Ice Cream Company in Peoria, Illinois. The retail stores are strategically located through Missouri, Kansas, Illinois and Wisconsin.

Chairman of the Board and one of the founders of Velvet Freeze is Jacob Martin. President of the firm is Alex Grosberg. These men run the major plant in St. Louis. Vice-President Sidney Martin manages the Kansas City plant and Vice-President Sylvester Grosberg runs the Milwaukee operation. The Peoria plant is managed by Thomas B. Norwood.

Although a limited amount of newspaper and radio advertising is used, the major promotional sales effort is made through point-of-sale advertising. Executives, supervisors and store employees are trained to recognize that a satisfied customer is the best advertisement for an ice cream store. Sales appeal is made to all age groups but the knothole gang is given especially friendly attention at the future customers of the stores. Velvet Freeze continues today as one of the few firms that does not discourage the five cent ice cream cone sale. The child can still obtain a generous serving of ice cream in a cone for a nickel. The firm believes that the five cent cone is the finest advertisement to

bring back the children as well as their parents. As a further attraction to parents each cone is served wrapped in a napkin.

Most of the stores employ neat female help and store supervisors constantly check the retail outlets for spotless personal appearance and general sanitation of equipment, floors, and windows. The personnel are indoctrinated with the company policy from the very first day of employment. Bulletins are constantly fed to employees describing the company operations and ideas to stimulate greater retail sales throughout the year.

For example, store clerks are trained to push for larger unit sales. If a customer asks for a pint of ice cream, the clerk is likely to inquire as to how many people are to be served and then suggest that a quart would be more satisfactory. By the same token, half-gallons will be pushed over the quart size container. It is interesting to note that the Velvet Freeze Stores sell more quarts than pints of ice cream. The reason obviously is the incentive plan for clerks and supervisors.

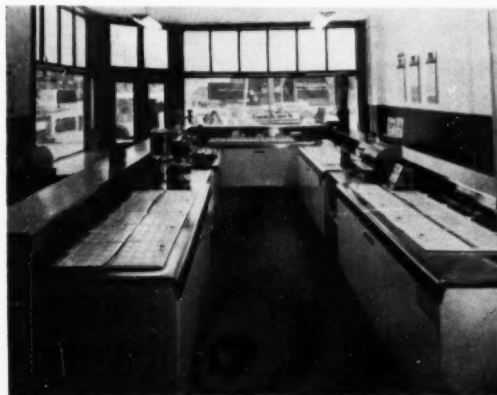
Four meetings are held annually of the plant and depart-

(Continued on page 72)

TYPICAL SMALL retail store of the Velvet Freeze chain is pictured at the left. The interior of a more elaborate Velvet Freeze out-

let, the one at Kansas City, Missouri, is seen at the right. This store was opened in December, 1947. In all of the firm's stores,

sanitation is stressed — from all standpoints. Note heavy response to Kansas City opening (top photo, page 60).





HOTEL WAITRESS seems satisfied with the system of using plastic containers to store ice cream portions for a *la mode* orders. Greater volume of these orders, increased gallonage, and additional profits are direct results of this system. The containers were supplied by the Tri-State Plastic Molding Company.

A La Mode Volume Dips Low—Hotel Finds Solution

HOTEL restaurants have never received particular recognition as leading outlets for the sale of ice cream, probably because of the lackadaisical approach to its sale in these places. But at least one prominent hotel manager is attempting to reverse the trend, and his efforts have been rewarded with marked success.

He is Paul L. H. Heine, and his job is to supervise the business operations of the Hotel Brunswick in Lancaster, Pennsylvania. He has achieved a national reputation for being an outstanding food promotion man, and after learning about one of his latest accomplishments, it is not difficult to understand why.

Mr. Heine had observed that despite the fact the hotel restaurant's menu virtually always featured pie *a la mode*, waitresses had lost the habit of suggesting this desert to diners. He investigated, conducted a one-man, informal poll of the employees and ultimately uncovered the reason for sagging *a la mode* sales. It seems that these orders were prepared at the salad counter and since the salad girls were rushed, the waitresses often had to wait two or three minutes before they could have ice cream added to the pie. This disproportionate delay, the waitresses sensed, would mean displeased customers (and no doubt smaller tips). The result? No more suggestions of ice cream as dessert.

Armed with these facts, Mr. Heine went shopping. He purchased some Styron plastic utility dishes, measuring $\frac{1}{4}$ " by $2\frac{3}{4}$ ". Then he advised the waitresses to use the slack hours to scoop ice cream to be used later for pie *a la mode* orders, and to place each of these dipped portions into an individual plastic container. A separate ice cream cabinet was set aside to store these dishes, which because

of their convenient size and shape, can be stacked one on top of another.

When the meal rush hour is on, a waitress now serves herself simply by removing the container lid and sliding the ice cream onto the plate with a spatula. According to Mr. Heine, because she knows that she can get the ice cream quickly and easily without waiting for anyone to scoop it, she is willing to boost a *la mode* sales. She does this, he pointed out, by asking the customer who orders either pie or cake if he would like ice cream with it. Invariably the answer is "yes" because the waitress has pre-supposed that the customer *does* want ice cream.

Mr. Heine attests to the fact that ice cream sales have soared since the introduction of his system. He noted also that waitresses are more content for having had their working conditions improved, customers are pleased by the improved service, and the management is satisfied that the use of the plastic containers has increased profits due to larger volume in a *la mode* sales.

From the standpoint of greater efficiency in serving ice cream during the many banquets held in the Hotel Brunswick, another unique system was established, Mr. Heine reports. Individual scoops of ice cream are placed beforehand on large trays and then stacked (by means of wooden blocks at the corners) and refrigerated until needed. When it is time to serve dessert (usually to several hundred persons), the individual scoops are removed from the trays on a spatula and placed in dishes. If space permits, the dish containing the ice cream is placed under refrigeration, providing the extra advantage of cold dishes in which the ice cream does not melt quickly.

Standards Hearings

—from page 28—

Dahle, Technical Editor of *ICE CREAM FIELD*; Dr. C. W. England, High's Ice Cream Company, Washington, D. C.; J. Hoffman Erb, Borden Company, Columbus, Ohio; Everett C. Scott, Crest Foods Company, Ashton, Illinois; Dr. Hugo H. Sommer, University of Wisconsin, Madison, Wisconsin; Dr. A. P. Stewart, Golden State Company, Ltd., San Francisco; J. H. Waechter, Fairmont Foods Company, Omaha, Nebraska; Louis A. Wills, Sugar Information, Inc., New York City; and Dr. C. L. Wrenshall, Foremost Dairies, Inc., Jacksonville, Florida.

First Witness

Mr. Kennedy, President of Abbots Dairies, Philadelphia, was the first witness for the ice cream interests when the hearings began in the nation's capital January 8. Mr. Kennedy is head of the International's Committee on Definitions and Standards, which prepared the ice cream group's case for presentation during the hearings.

This committee, in addition to its regular membership, has on it representatives from several regional ice cream associations. Charles M. Fistere, the association's legal specialist on food and drug matters, is directing the presentation of evidence.

The proposals of the International, as recommended by Mr. Kennedy, would modify the tentative findings of the Government. These findings, and the International's position in relation to them, were published in the September, 1950 issue of *ICE CREAM FIELD*.

It was suggested by Mr. Kennedy that the optional ingredients and the content of milk fat and total milk solids be not less than ten per cent for fat and twenty per cent for the solids of the weight of the finished ice cream, and in no case should milk solids-not-fat content be less than six per cent when certain additional optional dairy ingredients were used. It was urged that a permissive reduction in milk fat in total milk solids should be allowed in using flavoring ingredients permitted by the proposed regulation, and that in no case should ice cream contain less than eight per cent milk fat nor less than six per cent milk solids.

Another proposal would allow the use of sodium citrate and soda bicarbonate in the making of syrup of chocolate or cocoa in such quantity that the finished ice cream would contain not more than 0.2 per cent by weight of sodium citrate, and in the case of soda bicarbonate such quantity would be limited to 0.1 per cent by weight. The Food and Drug Administration was silent on these two ingredients, but specified the use of disodium phosphate.

The International Association also asked for clarification of Section 20.1 (a) (3) so that for the purposes of the



WIRE AT ONCE FOR DETAILS!

ICE CREAM TART

65¢ PER DOZ.
Is the Typical Cost to Hardening Room



No equipment to buy! Good-bye to messy whipped cream! Fast, smooth, easy, PROFITABLE production. Limpert's revolutionary method decorates the ice cream as the cup is filled, and Limpert's specialized "Thrill" Toppings give the taste appeal that sells. This item presents no hardening room problems. No wind tunnel or wire racks necessary under average hardening room temperatures. Designed to stand up under normal delivery and handling conditions. Many plants are already in production with this "Economy" Tart, priced to outsell all others. Wire or phone at once for full details.

LIMPERT BROTHERS, INC.
VINELAND, N. J.

section the components of syrup made from chocolate or cocoa would be considered as equivalent to syrup and could be added to the mix prior to pasteurization.

Mr. Kennedy, in behalf of the industry, suggested that in addition to the fruit, fresh, frozen, canned, shredded or diced, concentrated and comminuted fruit be allowed. It was further suggested that the fruit might be acidulated with ascorbic acid in addition to the proposal of the Government, which allowed the use of citric, tartaric, malic, or lactic acid.

A further clarification of Section 20.1 (a) (4) was suggested, by adding that oil extract from the peel might be used in addition to the whole fruit of citrus fruits.

The International Association suggested that in case of fruit juices, dried fruit juice, a new product, should be included in the list of optional ingredients along with fresh, frozen, canned and concentrated fruit juice.

It was the International contention that cellulose gum (CMC) should be added to the list of acceptable stabilizing agents, which included gelatin, monoglycerides or diglycerides or both, of fat forming fatty acids, algin, extract of Irish moss, psyllium seed husk, agar-agar, gum acacia, gum karaya, locust bean gum, and gum tragacanth.

The International asked permission to use certain mild alkalies and salts, within rigid limitations, to control viscosity and to adjust protein stability and the pH factor of the combined mix ingredients.

Mr. Kennedy urged the inclusion in the list of dairy ingredients of dried cream, butter oil, concentrated milk fat, sweetened condensed partly skimmed milk, edible dry whey, cheese whey, and delactosed products from which all or a portion of the lactose has been removed after crystallization or the lactose has been converted to simple sugars by hydrolysis.

The International urged amendments to the standards for French ice cream and frozen custard which would permit reduction in the egg yolk content caused by the addition of bulky flavors limited to a minimum of 1.1 per cent.

It was the proposal of the Committee on Definitions and Standards to expand the allowable method of preparing nut meats by roasting, cooking, or preserving in syrup with or without salt.

The last suggestion of the International was a proposal to add a standard of identity for ice milk. The proposal of the Government at the moment is silent. It was the International's position that ice milk should contain not less than two per cent nor more than 3.5 per cent milk fat, that it contain not less than eleven per cent milk solids not fat, and that the finished product weigh 4.5 pounds per gallon and contain a total of 1.3 pounds of total food solids per gallon. The proposal further urged that when ice milk was packaged in quantities greater than one pint that no color nor flavor be allowed to be added to it.

AFTER THE HOME MARKET?

NEW ice cream SPADE is ideal for take-home promotion



Here, for the first time, is a spade specially designed for bulk tie-in promotions. Price to the ice cream manufacturer is attractively low.

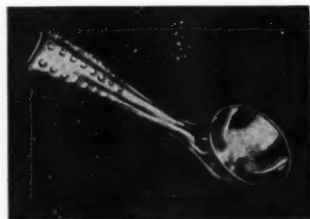
The spade's highly polished aluminum finish and usefulness make it extremely attractive to the consumer. And after she has bought it as part of a combination offer with your ice cream, she'll find it so easy to use it will be a constant reminder to keep a supply of your ice cream on hand.

Sell more of your ice cream to the home market this winter with the Scoop-Rite Spade take-home promotion.

WRITE
FOR
DETAILS

SCOOPS

Made of one piece solid aluminum. Dips easier and faster. Ice cream won't stick, and no dipping in water is necessary.



SCOOP-RITE COMPANY

788 WILDE ST., DETROIT, MICH.

Some things give solid satisfaction



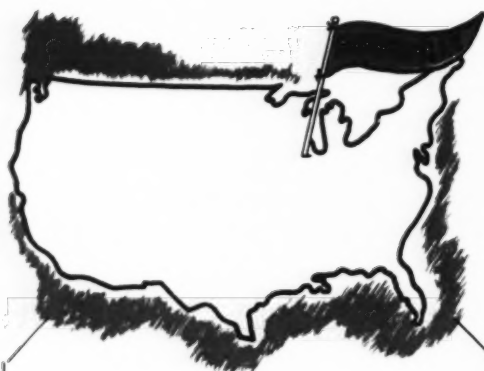
You've waited for this—the day you and your son would reach across the years and share a boy's pleasures together! Something of the same satisfaction is yours when the success of your product justifies all the effort you've put into it.

Of course, you've used sugar.

To quality manufacturing, sugar brings a uniformly high standard of purity. Sugar has 10 to 50% more sweetening power. Sugar alone brings out the best natural flavors of higher-priced ingredients.

Set your signals for a clear track
—always use sugar. It pays off in solid satisfaction.





North, South East
Or West,
Remember:
The
Hundred Per Cent Quality
Vanilla
Is made
Letter-perfect by Northville
Laboratories (Northville, Mich.)
Ever try it?

Gallongage Records

— from page 59 —

the drivers' sales tickets for getting the total purchases. We and others use this method at "peddle" branches where the drivers take and deliver orders from stock carried on trucks. After settlement is completed and charge accounts are posted to the Accounts Receivable ledger, the sales tickets are filed under the dealers' names. The general practice at our branches is to file these bills until the end of the month. Then they are added by individual items and the totals transferred to a summary record. At some of our branches and at other companies', sub-totals are taken during the month and accumulated, so that at the end of the month considerable time is saved. One company adds these sub-totals and checks with total sales for the same period to prove the work. If there are any errors, it would not be necessary to check an entire month, as would be the case if checked only monthly.

There are several ways of getting the totals from the drivers' tickets. We have been using a "Denominator" machine with registers indexed for every product sold and the clerks record the unit quantities on every ticket. The totals by units are then transferred to a summary record where they are added by conversion to quarts. The individual records are then totaled for comparison with total sales. Some companies do not use any machines but spread the tickets out and add the items across, and enter on the summary record. The National Cash Register has a multiple total machine which is sometimes used to summarize tickets for this purpose. Again, the use and form of the summary is a matter of a company's choice. One company uses a McBee Keysort form with monthly accumulation of purchases month by month. We use a four-year summary sheet in a multiple ring binder. This makes a compact record and it is easier to handle than the several single trays of the Kardex. At most of our branches we found that one book will be sufficient. This form provides a larger surface and we use the back for additional information. Signals are used to show new accounts or any special information that we want to emphasize.

Another system in use is where detailed postings are made by bookkeeping machines or manually in a ledger. Every item sold by the company using this method is posted in detail in the ledger along with dollar values and cash paid, if C.O.D. At the end of the month, the products purchased are totaled and proven with the dollar values. Balancing the dollar values would prove the accuracy of the quantities. The totals are then entered on a summary record which is similar in detail to others described. The postings for charge accounts are, of course, necessary, but it would seem that the purchases by C.O.D. dealers could be recorded quicker by some other method.

"Taking the Drudgery out of Quartage Records" was originally suggested as a title for this paper. This would be a good title if I could do that, or suggest some way for

Take the Lid off Sales ...with ICE CREAM DIXIES AND DIXIE PICTURE LIDS



Every year a new group of children enters the hero worship stage — and every year millions of these children collect pictures of their movie heroes by buying Ice Cream Dixies and saving famous Dixie Picture Lids.

They can take the lid off your sales, too, if you package your quality ice cream in Ice Cream Dixies. You can share in this huge, proven market! In the process of acquiring a complete set of 24 full-color star pictures, each youngster has bought a minimum of 288 Ice Cream Dixies imprinted with your brand name. By simple arithmetic, it adds up to significant sales volume...plus a way of brand name sampling that can't be beaten.

Start now to register your brand name today with the youngsters who will be your big customers tomorrow. Inquire about Dixie's proven picture lid promotion that adds star appeal to your brand name.



What the Dixie Franchise Gives a Manufacturer

- Use of a nationally accepted symbol of dependability.
- Identification of your brand name in the home.
- The sampling of your quality product at a profit.
- Containers of highest quality and uniformity.
- Help in filling, distributing, selling YOUR Dixies.
- Support from years of consistent advertising.
- Effective dealer-advertising material FREE.

Dixie

"Dixie" is a registered trade mark
of the Dixie Cup Company

DIXIE CUP COMPANY

EASTON, PA., CHICAGO, ILL., DARLINGTON, S. C., FT. SMITH, ARK., BRAMPTON, CANADA

the average company to accomplish that desired end. I cannot, but in my studies of methods used by our company and others who have furnished me with details, I have some hints that might make it easier. However, I can recommend one method that in my opinion would fit this title. This is the I.B.M., or International Business Machine system. Every time I see any of the I.B.M. installations, I am filled with amazement and the results they obtain without the drudgery is convincing. I know nothing about the operations of the various machines, but will tell you the results they obtain and how they get them.

At Philadelphia, Breyer uses the "call" system. Orders are taken during the day for delivery the following day. Each order clerk receives a Master card with only the name and address, route and customer numbers and phone number printed on the card. However, this Master card has prepunched holes with about fifteen different details of information that will be required to complete the order. The order clerk calls the dealer and, using a soft graphite pencil, draws a line through the spaces for quantity, flavor code and size code numbers of the product ordered. Only one card can be used for each product, flavor, combination or novelty. In other words, if a dealer orders 2-10's of vanilla and 1-10 of strawberry, two cards would be required. After order is taken, the detail order cards are placed behind the Master card. At certain periods during the day, these cards are sent to the tabulating department where they are put in a Mark Sensing Gang Punch and through action of the pencil marks, holes are punched in

the detail order cards showing flavors, quantities, etc., ordered, and all the other information prepunched on the Master card. After this operation, the cards are verified on another section of the Gang Punch where any errors in pencil marks, like over-running space, will stop the machine. For instance, if there were two lines in the same column, the verification will stop the machine and the card will have to be corrected.

After details are punched on cards, they are sorted by size of packages, flavors, combinations, novelties, etc., and a Master card for each group is placed in front of the cards. This Master card is prepunched with unit price, space points, etc., and the machine multiplies and punches the cost of every item and the surcharges, if any. The various products like bulk, pint brick, etc., are summarized in total twice a day and the quantities, multiplied by the unit price, are verified by total dollar value.

Cards are then sorted back under dealers' names by routes and route stop numbers. Route or load sheets are prepared showing quantities of every item sold and the dollar value. The individual dealers' summary cards are run through the machine to check with total of the load sheet. Bills are prepared and at the same time total of purchases in quarts and value are summarized on one card.

The individual summary cards obtained here are the basis for the quartage records and are sorted and listed twice a month, showing daily quantities delivered to every dealer. Automatically, when the daily sales are listed, a summary card is made of the total purchases of the pe-

POINT OF SALE

Metal Signs

HANGERS • TACKERS • SIDEWALK

Whitehead Crist Co. offers a complete selection of metal signs to cover every type stop and fit every situation. You may have any or all of these exclusively in your territory under our plan of syndication. Our prices are based on quantity production which gives you more for your money. Write us today for prices and information.

WHITEHEAD CRIST CO.

1617 N. SHERIDAN RD. • PEORIA, ILL.

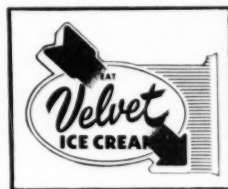


1
3
CONE — 40" — baked enamel — 5 colors — 20 ga. — complete with 24" bracket — double face — large imprinting space.

2
4
SIDEWALK — 20"x28" — 20 or 30 ga. — double or single face — can be used as a tacker or with bracket for hanging — 5 colors.

FLANGE — 20 ga. — double face — 17"x23" — 3 colors — 2" flange with 5 staggered holes — large oval for imprinting in your color.

ARROW — 20 ga. — double face — 10"x40" — 4 colors — used with 42" bracket or hang on bottom of other signs — may also be suspended by chain from ceiling.

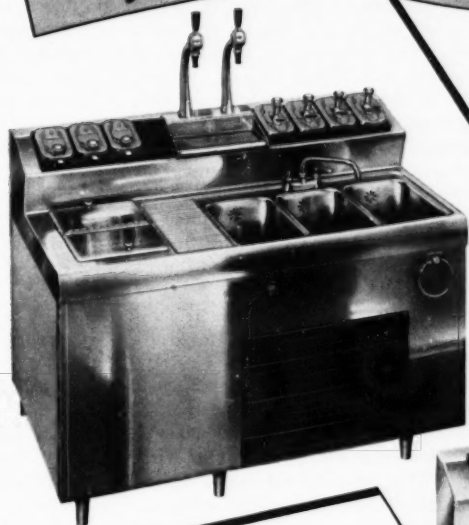


* Send for our full-line folder today!

THE

Finest

IN BOBTAILS



Introduced at the Atlantic City Exposition, these new, superbly designed and constructed Bobtails set a new high standard of convenience, efficiency, sanitation and long trouble-free service.



Note...

THESE STRUCTURAL SUPERIORITIES

- Streamlined all steel welded body, bonderized and finished in aluminum. Mounted on Sanitary off-the-floor Adjustable Legs.
- Stainless steel faced.
- Corkboard insulated throughout.
- Sanitary heavy gauge stainless steel top one-piece, die-stamped, rounded corners.
- Improved die-stamped corrugation — no soldered seams.
- Die-stamped, stainless steel, hermetically sealed drip-proof lids.
- Stainless steel lined storage compartment, dry refrigerated.
- Stainless steel lined syrup rail with concealed refrigeration coils.
- Instantaneous soda and water cooler (eliminating unsanitary water baths).
- Stainless steel chipped ice pan under rear half of lid.
- Self-contained condensing units on pull-out slide base.



**GRAND
RAPIDS
CABINET
COMPANY**

Write FOR COMPLETE DETAILS

GRAND RAPIDS, MICHIGAN

LOOK FOR IT NEXT MONTH!

In the March issue of **ICE CREAM FIELD**, you'll find one of the outstanding Production Features of the year. This article will describe in detail the Work Simplification Program of one of the nation's leading ice cream plants.

It will show plant executives and production men how to

SAVE TIME!
SAVE LABOR!
SAVE MONEY!

You'll find that many of the new ideas illustrated can be adapted to your plant, large or small.

AND read **ICE CREAM FIELD** every month for the latest profit-making production and merchandising ideas. Look to **ICE CREAM FIELD** for editorial leadership!

riod. This eliminates the daily detail card and they end the month combining the two periods on another card for the total sales for the month.

Every month a listing is made of every dealer's purchases of bulk, gallons, half gallons, brick and novelties for the period and accumulated totals of same items for year to date purchases. The dollar values of purchases are punched on the card but are not used for quartage records. The novelties are carried in whole numbers by dropping and adding fractions to various items. Large cups of 2.65 quarts per package are listed as 3 quarts, and the small cups at 3.375 are also listed as 3 quarts. The novelties are grouped together in quartage record and are not carried under individual names.

These individual quartage records can be sorted and listed automatically in practically any order required, with pertinent information showing delivery days, cabinet and storage space. Separate lists can be prepared for each sales territory for salesmen's records.

The information a company requires from these records determines the use and make-up of the summary forms that were examined.

One company calculates rebates monthly for every dealer's purchases. Their system is set up to provide this information. In our company we found through study that we can set up a reserve based on a percentage of total sales. This eliminates the calculation of several thousand accounts monthly and, therefore, we do not require special consideration in outline of the form for this purpose.

One of the reasons given for posting of the C.O.D.'s to obtain the quantities purchased was that the charge accounts would have to be billed in detail and posting of the C.O.D.'s would make the routine uniform. Several years ago we discontinued giving details of purchases to our charge accounts. They receive a copy of the delivery receipt from the driver and our statements only show the debits, credits and balances. We had been billing for years with details and were agreeably surprised that we did not have more objectors. Of course, we do have institutions, schools, etc., where the detail is required, but we have the original sales tickets filed in one place and we can accommodate them without trouble. We found that postings were speeded up considerably when the details were eliminated.

It is also a matter of preference as to what details a company would require. Some sales departments are satisfied with detail of the sales quartage on those products on which rebates are paid and group novelties in one total. Others, like our company, want the totals of every novelty and product sold.

We have not mentioned the deductions of returns from the dealers' purchases. What I mean by returns is the ice cream returned for credit due to cabinet trouble or some other reason. Provision should be made for deducting these returns, so that rebates are not paid on quartage not actually purchased.

This article is based on a paper presented during an Accounting Session of the recent convention of the International Association of Ice Cream Manufacturers, held in Atlantic City, New Jersey.

Centennial

—from page 40—

television audiences, and the aid of allied industries will be sought to convey the Centennial idea to the largest possible number of consumers. Mass communication outlets will be provided with factual material, such as news releases and spot announcements.

Promotion Kit

Next month, the International's annual merchandising kit will be issued to the trade. In addition to the usual materials, this year's collection of promotion materials will include publicity aids for the Centennial program. Details as to what is contained in this kit and how it may be most effectively utilized will be published in the March issue of ICE CREAM FIELD.

Subsequent issues will unfold the extensive plans being developed to mark the industry's Centennial. Now underway are blueprints for a campaign to obtain dealer co-operation during 1951, a Centennial Sundae contest, promotion of the winning entry, and for the creation of an industrywide seal, along the lines of the one created by ICE CREAM FIELD and published in its issue of last October.

Industry leaders have urged ice cream manufacturers to support the 1951 program, and to follow news of the promotion activities in the various trade publications. Centennial Year activities are not restricted to any particular trade association, it was pointed out, and any ice cream manufacturer can participate in the promotion campaign, as an individual or as a member of an ice cream group.

Need Indicated Last Year

The need for an industrywide program to mark the 100th year of the ice cream business was demonstrated originally in ICE CREAM FIELD's October, 1950 issue. In that edition, it was noted that "in view of the industry's monumental size and significance, it seems only appropriate that some program be established to mark the 100th anniversary of the type of business created by the enterprising Mr. Fussell, thereby enabling the nation's ice cream manufacturers to seize the public spotlight and focus it on themselves."

With this objective in mind, the article pointed out, "ICE CREAM FIELD has developed such a program and has presented it to the country's two major ice cream trade associations for use as they see fit."

Presentation of this magazine's suggestions followed. Included were these promotion ideas:

1. President Truman should cite 1951 as the "Ice Cream Centennial." To mark the occasion, he should be given "the largest single ice cream portion ever served."
2. An industrywide Centennial seal should be adopted,

to be affixed to packages, billboard and point-of-sale advertising, and to be publicized via spot television advertisements.

3. A book of "Centennial Recipes" should be issued, containing kitchen formulas for ice cream concoctions. This would stimulate consumer interest in ice cream itself and in the Centennial promotions, the magazine article indicated.

4. Individual ice cream manufacturers should sponsor consumer contests on a local basis, with the winners to be awarded free ice cream for the entire year.

Other suggestions called for the adoption of "100 Years of Good Taste" as an advertising theme, the invitation to local citizens to visit ice cream manufacturing plants, and the enlistment of newspaper editors in a publicity campaign.

The article concluded with this thought: "All in all, the year 1951—The Ice Cream Centennial—offers ice cream manufacturers throughout the country an opportunity to cash in with a dramatic program of sales promotions designed to acquaint the public with the history and wondrous qualities of their product. It's an opportunity that can make 1951 the most successful year in your ledger and production room books. It's an opportunity to solidify your place and prestige in your community. It's an opportunity not to be missed."



The
"Feature"
Line of
FOUNTAIN
EQUIPMENT

INSIST . . .
on these
outstanding features

- Slide-out Compressor
- All-dry Refrigeration
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- Deep Drawn Sinks
 - No Messy Water Bath
 - All Stainless Steel Interior
 - Low Installation Cost
- Everfrost Safety Pump
- Pre-Cooled Carbonation

Immediate Delivery From Local Warehouses

ANDERSON & WAGNER INC.
8701 South Mettler Street • Los Angeles 3, Calif.

Smooth As Velvet

—from page 61—

ment managers. It is at these sessions that the executives ascertain what the public wants in the way of flavors and specials in the stores. Twenty flavors are usually available with special monthly changes. The bulk flavors are supplemented by a large variety of flavors in factory-filled packages. Sometimes the special flavor in a quart package if found popular will be switched into the half gallon or gallon package in order to increase the unit sale.

There is a constant drive on the half-gallon square package and from time to time specials will be offered tying in the half gallon or gallon with a scoop, a box of cones or cups, or even four ounces of syrup in single service containers. Price of the half gallon is held low to give the consumer opportunities to buy bulk quality ice cream in large quantities at the lowest possible price. This selling practice holds true also for the take-out quart which is offered in the regular brick package at 45 to 49c per quart or in the heavy, low overrun package at 57 to 65c per quart. The regular pint will retail between 23 and 25c whereas the heavy pint sells at 29 to 34c. 12 per cent butterfat is maintained in all areas except in Wisconsin where the minimum is 13 per cent.

All of the Velvet Freeze stores have soda fountains with counter and stool service. There are no tables and there is no self-service yet. No foods except ice cream and fountain items are sold in any of the stores. In addition to the cones, which are featured at 5, 10, and 15c each, the stores promote the king size double thick, double rich malted milk for a quarter. A regular malted milk is sold at 20c.

The stores are located close to business areas but near residential homes. They are open seven days a week, every evening including Sunday. Some of the stores are quite large and elaborate such as the new one in Kansas City illustrated with this story. However, most of the stores are smaller but conveniently located and always neat and clean. This idea of store and personnel sanitation is an obsession with the company owners. Second only to clean stores is the constant effort to give the consumer the best possible value in fountain items as well as in take-home ice cream.

There is no let-down in sales effort or spirit at Velvet Freeze stores when the weather turns cold. Often, quotas are set for each store based on the preceding month. Periodical contests offer cash or coupon prizes to store employees and supervisors showing the best general results. Bulletins are used to tell the employees of the way the contests are going and the competitive spirit between stores is kept alive as each contest draws to a close. Employees are told that their store can win with effort, enthusiasm and energy. They are told how to suggest larger size containers of ice cream or toppings, cookies or boxed cones to take out. Supervisors are instructed how to hold sales meetings with their employees and every store from the smallest to the largest has an equal chance at the prizes. Each new contest gives other stores a chance to win valuable prizes and employees are told over and over again how to "get the money" through suggested selling, service and sanitation.

The major plant in the Velvet Freeze group is the St. Louis headquarters. Here four commander type Cherry-Burrell freezers turn out a large part of the bulk and packaged ice cream. The St. Louis plant has a production capacity of 1500 gallons per hour. A single mix is made using Cherry-Burrell mix tanks, coolers, pasteurizers and holding tanks, all major equipment being of modern, stainless steel construction. A Manton-Gaulin homogenizer is installed. There is a 25,000 gallon hardening room at the St. Louis plant with Vilter refrigeration and Marlo and Niagara blowers. Ice cream is dated to insure freshness and turnover.

The St. Louis plant has its own shop for overhauling cabinets, compressors, etc. Some of the newest stores have G.E. air conditioning units.

A large delivery fleet of trucks is maintained and serviced by Velvet Freeze. Most of these refrigerated bodies were built by Batavia Body Company and Herman Body Company. Founded in 1932, the company has had four large-scale expansions. It is estimated that approximately 12 million customers buy ice cream from Velvet Freeze or one of the subsidiary companies every year. Making good ice cream at a price that will move it fast and in large quantities is the successful strategy behind the Velvet Freeze operations.



HALF GALLONS BOOST SALES

Today's market is the take-home market. Push the sales of your half gallons with sparkling Gundlach Displays. These are 12½ x 17" mounted and easled cards with full color lithographs of ice cream plus room for your own cartoon.

WRITE, WIRE OR PHONE TODAY!

G. P. GUNDLACH & CO.

"SERVANTS TO THE DAIRY INDUSTRY"
BOX "A" — CINCINNATI 3, OHIO



TECHNICAL PROBLEMS



By DR. C. D. DAHLE

Technical Editor, *Ice Cream Field*

Currant Ice Cream?

As I am interested in all information about the use of black currants in or with ice cream, I would appreciate if you could assist me.

Answer

I am sorry that I have not had any experience in the use of black currants in ice cream. I do know, however, that at the present time one supply company is putting out a puree which is a mixture of raspberry and currants. The currant flavor stands out quite strikingly and is very pleasing.

This particular puree, however, is not sold as currant or raspberry but is sold under a trade name. I just don't know how popular currant ice cream would be because I don't believe much of it has ever been made.

Buttermilk Ice Cream?

Reading an article concerning the United States Department of Agriculture: one new item developed by the department's Bureau of Dairy Industry is buttermilk ice cream, made of sweet cream buttermilk, the by-product of churning sweet, rather than sour, cream in making butter. To improve sweet-cream buttermilk perishability, the department's technologists developed a method for preparing sweetened condensed buttermilk.

Have you had any favorable experiments with this new development? Is it worth investigation? They say it makes a distinctive and delicious flavor ice cream.

Answer

If buttermilk results from the churning of sweet cream then a very fine product can be obtained to be used later in ice cream.

For many years buttermilk powder made from sweet cream buttermilk has been used in ice cream with excellent results.

As I see it the whole matter depends upon the quality of the original cream used. This cream should be sweet cream and comes from the proper source. You should also check your state laws to see if this product meets with the approval of the Health Department, in your state.

Storing Frozen Cream?

In view of the possibly impending fat shortage, we are contemplating the storage of some frozen cream. Heretofore we have used no frozen cream or butter in the processing of our ice cream mix, and would appreciate your giving us your recommendations as to how much frozen cream you feel it would be safe to use without impairing the quality of our product. As you may know, we process our mix through a vacuum pan.

We should also appreciate any information that you might be able to give us as to the best procedure to follow in the storage of frozen cream as to butter fat content, uses of antioxidants, and storage temperatures.

Answer

The most important thing to remember about putting up cream for storage is to start with good milk separated into 40 or 50% cream and immediately pasteurized to a temperature of 170° for about 10 minutes. This is very important because it improves the keeping quality when temperatures of 170 to 175° are used. There may be a cooked taste to the cream but this will eventually disappear during storage and this cooked taste, of course, prevents the formation of oxidized flavor in most cases.

We have made ice cream using as much as 100% frozen cream as a source of butterfat with good results even though this cream was in storage for quite a number of months. This is all because of the treatment given the cream before freezing. The cream must be stored at a temperature of -10° at all times and stored in good new tin cans and all through the processing of the cream no copper should be permitted to come in contact with it.

Butter may be satisfactorily stored also but the butter should have been made from cream treated in the manner just mentioned. The advantage of using butter, of course, is that one needs less storage space. Antioxidants have been used and these will tend to delay the onset of oxidized flavor. For the most part one can store cream at least six months and have it come out in good condition if the above directions are followed and in which case no antioxidants need be used. High temperatures of pasteurization, absence of copper, and low storage temperatures are the important items.

Plans for Mexico?

Thank you very much for your answer to my letter concerning an ice-cream operation in Mexico which I plan to launch there. If you will be so kind to bear with me a little further in the matter I would greatly appreciate it.

I am aware that the easiest operation to consider for that country is to use dried mix. However, that is exactly what everyone else is using there which is the reason, in my opinion, that you can find no quality product in the country. If I were to enter into the same type of operation, there could be no assurance of any degree of success—the reasons being obvious. If I am not able to take into the country the purpose and where-with-all of making an ice-cream of such noticeable increase in quality over any other there that advertising will not be an absolute necessity, then I will drop the entire idea. I have spent many weeks in that country surveying the possibilities and feasibilities with the help of qualified natives and I sincerely believe that I know what is to be done to experience any degree of success without too great a financial outlay. Of course, to make one's own mix there, the original outlay would be somewhat greater but from a long range viewpoint I believe the investment would be somewhat less.

In your letter you referred to a mix to be made of butter, dried skim milk and water. Not being acquainted with this type of mix I would appreciate some further information on same. Perhaps you may know of some firm who could supply same information.

Condensed milk is not hard to acquire there so if you will elaborate further in this matter with its usage it will be greatly appreciated.

You stated that it was your belief that goat's milk could not be acquired there in sufficient quantities. I had been led to believe that exactly the opposite existed. Of course, I am not sure of this, but I do know that goat raising is a very large industry there, so if you would give me your opinions in the matter of using goat cream, I would appreciate it.

Answer

While I have not been in Mexico nor have I tasted any of their ice cream, I do know that excellent ice cream can be made from dried ice cream mixes. There are a number of sources that will provide a good quality product, providing it is made properly.

The flavor is another thing. If all of the ice cream is made with vanilla flavor, then of course the off flavors of the mix

Address your technical questions to Dr. C. D. Dahle, % Ice Cream Field, 19 W. 44 St., New York 18, N. Y.



may come through, but if considerable amount of ice cream is flavored with other flavors such as chocolate and fruits, it is entirely possible to cover up all that flavor.

If you can get good 92 or 93 score butter, extra grade dry skim milk, and good fresh clean water, you can do an excellent job. I just noticed in the paper where the duty on dry milk into Mexico has been raised about 300%. This may affect all imports of milk eventually, and it is, of course, a shame. There is a lot of milk being used in reconstituted form in Mexico now and all of the dry milk comes from America, and this will of course eventually bring hardship to the consumer of milk.

If you use butter, dry skim milk, and water, then you will have to have a homogenizer, also a pasteurizer. If you use a dry mix, then of course you don't need this equipment.

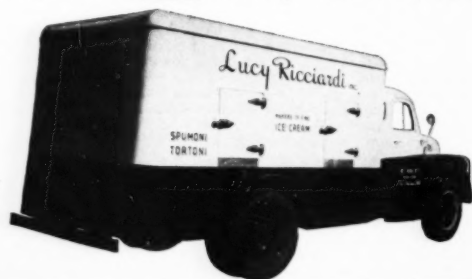
If you can get condensed milk down there, I suggest that you make your ice cream mix out of butter which of course is unsalted butter, and get a 92 or 93 score butter, and use condensed milk. I am not talking about evaporated milk, of course, but condensed milk.

Goat's milk, if it is produced under ideal conditions, would make a good cream, but I question if you could get a large enough quantity of good goat's cream of the right quality. The cream would have to be separated from the milk mechanically and the milk must be produced under ideal conditions. Goat's milk would not taste different from cow's milk so long as they keep the ram away from the ewes, or I guess you would say keep the Billy-goat away from the Nanny-goats.

My understanding of milk production in Mexico and Central American countries is that it is quite backward and that the quality of milk, except in a few instances, is pretty poor, and therefore the cream quality might also be expected to be poor.

I am sending under separate cover Circular 277 which shows you how to figure out any mix that you desire. Since you are now in the ice cream industry I imagine that you would be able to figure your mixes from the information contained in the circular.

You Make More Money With FRANKLIN REFRIGERATED BODIES



★ Made of Steel Electrically Welded for Strength and Lightweight.

★ Incorporate every known improvement which means the right design and the proper features for your needs.

★ Greater payloads at lower operating costs.

Write today for a quotation on your particular problem, whether it is a replacement or a fleet edition.

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Tel.: STerling 9-5400

New England Association Re-elects Albert Smith

ALBERT W. SMITH of Springfield, Massachusetts, was re-elected President of the New England Association of Ice Cream Manufacturers at the annual convention held in Boston January 17 and 18. All other officers were re-elected including Arthur W. Rowe of New Haven, Connecticut, as Vice-President; Roscoe H. Goddard of Worcester, Massachusetts, as Treasurer; and Malcolm D. MacLeod as Secretary.

The 41st annual meeting at the Hotel Copley-Plaza attracted hundreds of ice cream manufacturers and suppliers. The serious business sessions were relieved only by the banquet and floor show on January 17.

The convention opened with an address by the President. He pointed out the many problems confronting the trade in the present emergency. He urged that members face the fact that less employees will be available for production and distribution and that even retailers may lose as much as fifty per cent of their employees. Wherever possible, Mr. Smith contended, industry should substitute mechanical devices for human effort. The time may be swiftly approaching when it may be necessary for executives and pen pushers to don overalls and replace draftsmen.

Robert H. North, executive assistant of the International Association of Ice Cream Manufacturers, followed with a talk on "The Sign Posts Say—." Mr. North reviewed what was happening in Washington and around the nation. His talk covered the Federal Standard hearings, and legislation on ice milk and foreign fats.

Dale Gillespie, general sales engineer, Creamery Package Manufacturing Company, Chicago, addressed the convention on the "Importance of Maintaining Present Equipment." He was followed by Rex Paxton, manager of field sales, Sutherland Paper Company, Kalamazoo, Michigan. His topic, "How Ice Cream Can Meet the Challenge," pointed up the necessity of industry being flexible.

He urged that we keep going on production, research and sales efforts to maintain a balanced economy. With more taxes and less take-home pay, it is important that we main-

tain sales effort and increase our year-around business. Mr. Paxton emphasized that the high United States luxury standards are based on mass production and mass distribution. This is no time to let down in our industry program, the speaker asserted.

Vernon F. Hovey, Jr., general sales manager of General Ice Cream Corporation, Schenectady, New York, talked on his company's "Studies of Cost of Distribution." Most of Mr. Hovey's remarks were reported in the January issue of *ICE CREAM FIELD* in the article entitled "How Small an Account Is It Profitable to Serve?" The next speaker, H. S. Burkhardt, of Dixie Cup Company, Chicago, devoted his time to the general topic of what it means to be an American. He spoke of our proud heritage and the difficulties that confronted our leaders and the people in times of crises.

"Work Simplification in the Ice Cream Industry" was the topic of Harold G. Dunlap, work simplification director of H. P. Hood & Sons, Boston. He urged the industry to take advantage of faster methods of production, distribution and employee training. Work simplification is simply applying common sense to a study of every job to find a simpler, more efficient operation. The object is to secure more productivity.

OFFICERS OF the New England Association of Ice Cream Manufacturers are (left to right): Malcolm MacLeod, Secretary; Art Rowe, Vice President; Albert Smith, President, and Roscoe Goddard, Treasurer.



per executive and eliminate waste motion by the employees. Mr. Dunlap urged the industry to ask "why" for each step of production and sales.

The convention was brought to a close with a talk by Millard Bennett of Business Economists, New York, on "Building a Stronger America Through Better Selling."

Mr. MacLeod reported that Frank Ross, H. P. Hood and Sons, has been elected representative to the Board of Directors of the International Association of Ice Cream Manufacturers. Mr. Ross was also named *ex officio* member of the New England association's board, inasmuch as he is the immediate past President.

400 At Ice Cream Breakfast

AN Ice Cream Breakfast was the standout feature of the 17th annual convention of the North Carolina Dairy Products Association. Held January 26 at the Hotel Carolina, Pinehurst, North Carolina, the unusual event attracted more than 400 dairymen, plus supply and equipment manufacturers.

The association was honored by the presence of the world famous color photographer, Hans Knopf, who took photos of the Ice Cream Breakfast for publication in *Collier's Magazine*. Tentative plans are to feature the Ice Cream Breakfast in a color spread, as part of the magazine's "Americana" series.

The Breakfast was handled by Howard B. Grant, Publisher of ICE CREAM FIELD. Introduced by Hon. L. Y. Ballentine, State Commissioner of Agriculture, Mr. Grant traced the interesting history of the Ice Cream Breakfast

and continued with an address on merchandising ideas that will sell ice cream in 1951.

Featured speakers at the two-day meeting were Robert H. North of the International Association of Ice Cream Manufacturers ("Ice Cream Problems Across The Nation"); O. E. Anderson, Secretary of the Ohio Dairy Products Association ("Tomorrow And Tomorrow"); and Dr. Ralph L. Lee of the Public Relations Department of General Motors Corporation ("Leadership and What It Takes").

Other important addresses were given by Dr. W. M. Roberts and Dr. Fred G. Warren of the Dairy Manufacturing Department of North Carolina State College. The talk on "Soft Versus Hard Ice Cream," given by C. W. Roberts of Meadow Dairy, Leakville, was also well-received.

Dr. Clifton L. Ganus, Jr. of Harding College, Arkansas, spoke on "Our American Heritage." Also featured was a talk by Henry Belk of the North Carolina Press Association and an important topic by E. L. White of White Ice Cream & Milk Company of Wilmington, who discussed "Refrigerated Wholesale and Retail Trucks."

The social side of the convention was highlighted by the annual banquet and an evening devoted to square dancing. A golf tournament sponsored by the Tar Heel Supplymen was held during the event. The Dairy Bar, under the direction of Harold Shoaf, Jr. of Cable Dairy Products, was a popular rendezvous during the meeting. The Stanley Knight soda fountain and Multimixer were installed in the Pine Room at the Hotel Carolina by the Berryhill Fountain Sales Company, Charlotte, North Carolina.

A. S. Browning, Jr. of Hendersonville was elected President. Vice-Presidents elected were C. B. Martin of Durham,

NEW ENGLAND convention-goers were snapped by the ICE CREAM FIELD man's ever-present camera. Seen through the lens were (left to right):

FIRST ROW: Howard Bushway of Bushway Ice Cream Co., Fred Ramsey of General Ice Cream Co., and David Lynch, Sealright Co.; Malcolm MacLeod, Secretary, and Albert Smith, President, of the New England Association of Ice Cream Manufacturers; James LaGrue of National Folding Box Co.; Harold Smith, The Borden Co.; Ward Whyte and Vernon Hovey, Sr., of General Ice Cream Co., and Ed Schrauth of Borden's; Dick Kloforn of Blanke-Baer Extract & Pres. Co.

SECOND ROW: Joseph Azevedo of Alpha Aromatics, Mort Perry of Pickwick Ice Cream Co., William Rabin of Empire Biscuit Co., and Milt Ainbinder of Alpha Aromatics; Don Carter and George Rogers of Nash-Kelvinator Corp.; E. R. Legg of Refrigerator Corp. of America; Robert Corthell of Cherry-Burrell Corp.; Robert S. Bloomer of Bloomer Brothers Co., and Mrs. Corthell.

THIRD ROW: Hy Badner and Harold Ross of LeRoy Foods, Inc.; Ted Devine of Devine Milk Labs., Inc.; Harold Hoffman and Louis B. Lewis of the Extrax Co.; Mr. & Mrs. William Bowser of Hendrie's Ice Cream; Harry Hyman of American Food Labs.; George Dooley of Eastern Paper & Box Co., and Chet Hacker of Haines-Cebro.

FOURTH ROW: Lily Tulip representatives: Ray Russell, Arnold McLean, John Hickey, Ernie Sonderman, Louis Howe and Jim Kouznanis; The Kelco representatives Iggy Blanchard, Bob Davison and Jerry Sullivan;

William Chapin of Vanilla Laboratories and Sumner Rates of Nestle's Chocolate; Charles Keveny of Charles Keveny Co.

FIFTH ROW: Sam Sawyer and E. R. Woodfin of Dixie Cup Co.; Jesse Londoner and Lew Schail of S. Gumpert Co.; Austin B. Wason of Wason-MacDonald Co. and Stanley Hall of S. Gumpert Co.; George Jutras of Schaefer, Inc.; Fred Steiner and Dewees Showell of the Mulholland-Harper Co.; Frank Clarence Welch of the John H. Mulholland Co.

SIXTH ROW: Jack Macdonald of the Jiffy Mfg. Co., with L. J. Brouillard, dairy plant consultant; John Swisher of Savage Arms Corp., with Mr. & Mrs. Percy Storr of Food Materials Corp.; George Robertson of H. P. Hood, Harry Ziskind, Bastian-Blessing distributor, E. Schroeder of Grand Rapids Cabinet Co., and Ray C. Jones of H. P. Hood.

SEVENTH ROW: C. C. Ryan of Dole Refrigerating Co., George Beers of Robbins & Burke, Orion Rose of Dole Refrigerating, and Tote Sebastian of Robbins & Burke; Al Fiore of Eclipse Food Products; Frank Ross of H. P. Hood; Sam Nygrod and Leo Overland of LeRoy Foods; Bob Brown of Eskimo Pie Corp. with John Nolan of Newly Weds Baking Corp.

EIGHTH ROW: C. F. Saxon of General Ice Cream Co., George Kalashian of Velvet Ice Cream, Chris Anderson of General Ice Cream Co., with Arthur Ensler and Mike Graff of the Joe Lowe Corp.; Hollis Dyer of H. E. Wright Dairy Equipment, Joe

Procter of Jiffy Manufacturing Co., Robert Corthell of Cherry-Burrell and Bob Peters of H. E. Wright Dairy Equipment; Byron Fellows of Hoods with Keith Van Buskirk of National Pectin Products Co.

NINTH ROW: Pete Coyle of National Folding Box Company, Mr. & Mrs. Max Goldberg of General Ice Cream Co., and William Rabin of Empire Biscuit Co.; F. J. Henig of Lily Tulip, Sumner Bates of Nestle's, Albert & Marvin Apter of Charter Oak Fountain Supplies Co.; Samson D. Price of Chill-Ripe Fruits; Hank Asbury of Mantion-Gaulin Co., with Arthur W. Bergren of Bergen Dairy Farms.

TENTH ROW: Standing in the first group are Joseph Azevedo and Milton Ainbinder of Alpha Aromatics with Chris DiMaio of Hope Creamery. Seated are Louis DeMeo and Sam Monti of Sunset Ice Cream Co., John Montcalvo and James DiMaio of Dairy Test Ice Cream Co. In center picture are Lily Tulip reps. Ray Russell, Bill Coumans and Larry Turner with Mr. & Mrs. Henry Elmonte of Federal Dairy Products; In third picture standing are Bob Davison of Kelco, John Bocchino of Supreme Ice Cream Co., Henry Dionne of Dionne's Ice Cream and Al Palin of Polar Bear Ice Cream. Seated are the Warwick Ice Cream Group from Warwick, Rhode Island: Jerry Bucci, John Bucci, Clement Bucci and Pat Disano.

ELEVENTH ROW: Bill Coumans of Lily Tulip entertaining the National Ice Cream group comprising Mr. & Mrs. L. Atkins and Mrs. Robert Wise standing, while seated are Mr. & Mrs. Joseph Wise and Robert Wise.



***New England Group
Convenes in Boston***



L. A. Wolfe of Gastonia and W. R. Comfort of High Point. R. B. Davenport of Durham was named Treasurer and J. L. Langdon of Raleigh was reelected Executive Vice-President.

New directors chosen were J. D. Kilgore of Raleigh, George S. Coble of Lexington and R. L. Burrage of Concord, in addition to Messrs. Davenport, Comfort and Wolfe.

Retiring president C. B. Martin, Mr. Langdon, and Mrs. Constance Garvey, Secretary of the Association, capably handled convention arrangements.

Retailers Plan Convention

Convention plans are already underway for the 1951 meeting of the National Association of Retail Ice Cream Manufacturers. A committee composed of President Harry B. Burr, Vice-President William E. Clegg, Convention General Chairman Dr. C. W. England, Local Arrangements Chairman Milton Stuhlberg, Executive-Secretary Ed Warder and Office Manager Elsie M. Hart, met January 15 in Cincinnati's Hotel Netherland-Plaza to formulate a tentative program. Hotel facilities were inspected and contracted for. The convention will be held in Cincinnati from October 30 to November 1.

Packaging Show Expands

The 20th annual National Packaging Exposition, to be held April 17 to 20 at the Auditorium in Atlantic City, New Jersey, will be about twenty-five per cent larger than last year's show, the American Management Association, sponsor of the event, has predicted. The Association has also announced plans for its annual national Conference on Packaging, Packing and Shipping, which will be held at the Auditorium during the first two-and-a-half days of the show.

Fifteen per cent more exhibit space has already been contracted for than the total of all the space in the 1950 show, James O. Rice, secretary of the Association, reported, and the number of exhibitors—235 firms—is already about equal to the total last year. The 1950 Exposition held at the Navy Pier, Chicago, occupied a total of 140,000 square feet, with 75,000 square feet devoted to booth space for the display of materials, equipment, supplies and services used for packaging, packing and shipping in all industries.

Routh Heads Ohio Group

A. C. Routh, Jr., President and General Manager of the Esmond Dairy Company, Sandusky, has been elected President of the Ohio Dairy Products Association for 1951. Mr. Routh succeeds Irving Koch, Vice-President of Borden's Dairy and Ice Cream Company, Columbus, as head of the state-wide organization of dairy companies.

During the past year Mr. Routh was President of the Ohio Ice Cream Manufacturers Association, a subsidiary of the Dairy Products group. He also is a member of the Board of Trustees and the Executive Committee of the International Association of Ice Cream Manufacturers and the Merchandising Council of the Ice Cream Merchandising Institute of Washington, D. C.

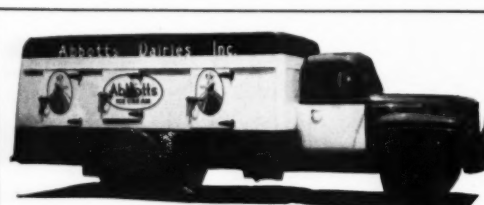
C. T. Alexander, M & R Dietetic Laboratories, Inc., Columbus, was re-elected Treasurer of the Association.

The four subsidiary branches of the association elected the following Presidents for 1951: Ohio Milk Products Manufacturers, Inc.: J. C. Anderson of the United Dairy Company, Barnesville; Ohio Ice Cream Manufacturers Association: H. R. Ellis, of the Gem City Ice Cream Company, Dayton; Ohio Milk Distributors Association: Frank Hughes, of the Akron Pure Milk Company, Akron; and Ohio Butter Manufacturers Association: S. C. Sherwood, of the Fairmont Foods Company, Columbus.

The association's 34th annual convention was held at the Hotel Commodore Perry, Toledo, from January 22 to 24. Many prominent figures in the industry appeared as guest speakers.

Rutgers Confab Held

Rutgers University, New Brunswick, New Jersey, held its third annual ice cream manufacturers conference on January 19. Speakers included L. G. Drusendahl, Hubinger Company, Keokuk, Iowa; R. K. Lawhorn, Abbots Dairies, Philadelphia; W. H. List, Jr., Association of Ice Cream Manufacturers of Pennsylvania, New Jersey and Delaware; Dr. Franklin Barber, National Dairy Products Corporation, Oakdale, Long Island; William Stoltz, Cherry-Burrell Corporation, New York City; and W. E. Gunnerson, Anderson Bros. Manufacturing Company, Rockford, Illinois. A paper prepared by Paul Staples of the Creamery Package Manufacturing Company was read in his absence by Jack English of the same organization.



"Since the days of the covered wagon"

BARRY & BAILY CO.

2421 No. 27 St. Phila. 32, Pa.

Pioneers in All-Aluminum Structure

NOTE THIS:

- ALL ALUMINUM CONSTRUCTION
- CUSTOM BUILT TO SPECIFICATION
- BUILT FOR MAXIMUM PAYLOAD
- BEAUTY IN DESIGN

All these features are combined with many more to give you LOW, LOW delivery costs and YEARS of hard, dependable service.

NEED MORE BE SAID?

Choose your own
Monthly
Specials

11 Fast-Selling Flavors to Feature!

READY-TO-USE

RIPPLE Sauces



Build sales by blending
your own vanilla ice cream
with Ready-to-Use Ripple Sauces;
just cool and pump into your ice cream
as it leaves the freezer.

Write for details and FREE Advertising helps

Ice cream manufacturers run Fudge Ripple as a basic feature and choose from 11 flavors to run monthly specials: Fudge, Butter-scotch, Strawberry, Black Raspberry, Cherry, Orange-Pineapple, Peach, Caramel, Pineapple, Marshmallow, DOUBLE Ripples.

APRIL FEATURE—STRAWBERRY RIPPLE!

BALCH FLAVOR COMPANY

ADAMS & FULTON STREETS, PITTSBURGH 33, PA.

WEST COAST: Fred Cohn, 1855 Industrial, Los Angeles, Calif.

CANADA: R. J. Campbell Co., No. 2 Dennison Road, Weston, (Toronto)

NOW! Warehouse Stocks at Chicago, Ill. and Atlanta, Ga.

Sanitarians Meet in Illinois

The annual conference for Dairy and Food Technologists and Sanitarians was held January 9 and 10 at the University of Illinois at Urbana. The meeting began with a panel discussion on mechanical dishwashers. The next day's discussion dealt with the sanitary aspects of bulk milk dispensers, dairy waste disposal, coliform in milk, and Brucellosis Eradication in dairy cattle. Dr. W. F. Dove, Director of Food Acceptance Studies, U. S. Public Health Service, Department of Public Health, University of Illinois College of Medicine, discussed Problems of Food Acceptance at the January 10 luncheon. The conference was sponsored by the Department of Food Technology in cooperation with the College of Veterinary Medicine and the Illinois Department of Public Health.

Interest High in ICMI School

The third in the 1950-51 series of Ice Cream Merchandising Institute Training Schools, held annually by the Ice Cream Merchandising Institute, Inc., at its headquarters in Washington, D. C., was completed December 1.

These schools, each of which is of two weeks' duration, are now in their fourth year of successful operation, and demand for space continues to exceed the available places. "In fact," says G. W. Hennerich, Managing Director of the

Ice Cream Merchandising Institute, and director of the Training Schools, "this year has seen greater interest in these schools than ever before. Right now, all classes are filled except for a very few places in the March 5 through March 16 class, and tentative applications for these places assures a full roster for this session also."

Penn State Course Concluded

A two-week ice cream short course for plant men was completed January 26th with the annual Ice Cream Conference sponsored by Pennsylvania State College, State College, Pennsylvania. Speakers at the Conference included C. H. Munster, Greenbrier Dairy Products Company, Beckley, West Virginia; J. R. Perry, National Dairy Products Company, New York City; Robert C. Hibben, Executive-Secretary of the International Association of Ice Cream Manufacturers; Dr. Kenneth Hood, Pennsylvania State College; Dr. Carl Koerver, Borden Company, New York City; A. S. Maoline, General Ice Cream Company, Schenectady, New York, and Louis Wainer, Penn Dairies, Lancaster, Pennsylvania.

Dr. R. T. Oliver of the Penn State Department of Speech was the principal speaker at the annual Serum Solids Banquet held at the State College Hotel the evening of January 26. Ed McCormack of the S. H. Mahoney Extract Company was the toastmaster at this event.

Spotlight on Cherry Vanilla

HAILED as a "dish of delight," cherry vanilla ice cream served with fig cookies is the sales centerpiece in a widespread advertising and merchandising campaign that opened this month.

Featuring cherry vanilla as the flavor-of-the-month, this nationwide merchandising event mobilizes the united selling forces of the American Dairy Association, the International Association of Ice Cream Manufacturers, the National Fig Institute, the National Biscuit Company, and the Ice Cream Merchandising Institute.

Predicting a new high in sales effectiveness, Owen M. Richards, Chicago, general manager of the American Dairy Association, says: "Here's the second annual edition of the campaign that put the business 'oomph' in ice cream sales across the nation a year ago. The combined merchandising forces of the related food groups together with the sales forces of the ice cream industry create the necessary excitement that is reflected in stepped-up retail activity on

flanked on each side by an appetizing fig cookie is the eye-stopping illustration that headlines the ADA ad. Another pictorial suggestion shows fig cookies placed invitingly between slices of cherry vanilla ice cream.

Extra links in the sales chain are forged with the full advertising and merchandising supplied by the National Biscuit Company featuring fig cookies with the ice cream-of-the-month. In addition to its heavy advertising schedule in newspapers, magazines and on radio, this organization will use the services of hundreds of salesmen to build related food displays and push the popularity of ice cream and fig cookies.

"The business blueprint mapped out by industry and related food groups for this year's cherry vanilla ice cream campaign," summarizes manager Mr. Richards, "will not only build the year-round sales picture for ice cream, but it is geared to set an even higher campaign sales mark than a year ago."

It's more business evidence, he adds, of farmers, retailers, industry and related food organizations working together. It's year-round advertising and merchandising of dairy food made possible by the penny-per-pound butterfat advertising Set-Aside once a year at dairy plants throughout the nation. It's the ADA way to "Say It With Sales," he declared.

Cornell Schedules Course

The New York State College of Agriculture at Cornell University has scheduled another one-year course in dairy manufacturing and marketing. The course for 1951-52 will begin the third week in September. Enrollment in the course is limited so early application is desirable, it was stated.

The program consists of the following courses: Elementary Dairy Industry, Dairy Plant Equipment, Agricultural Bacteriology, Milk Production, Processing of Milk and Milk Products, Milk Marketing and Business Management, Dairy Mathematics, Oral and Written Expression, and Physical Training.

Applicants for the one-year course must have graduated from high school and must present the 15 units of entrance credit required by the University. Previous experience in the dairy industry is necessary.

Enrollment is open to non-residents as well as residents of New York State. Inquiries concerning application should be directed to Professor Leigh H. Harden, Roberts Hall, Ithaca, New York, who is in charge of admissions for the College of Agriculture.

Dairy Queen to Expand

The Third Annual Convention of the Dairy Queen National Trade Association, Inc., was held in Chicago's Hotel Sherman on January 5 and 6. Plans for expanded 1951 advertising and merchandising were revealed during the convention by W. J. Henderson of the L. W. Ramsey Advertising Agency. Many other guest speakers were heard. The annual banquet was held January 6, at which time a professional floor show entertained those attending.



the ice cream business front."

Mr. Richards credits the campaign with advancing the warm-weather push on ice cream by at least sixty days. "In years gone by," he declared, "the warm-weather drive did not get underway until May or June. But the cherry vanilla and fig cookie merchandising event has pitched the seasonal ice cream promotion ahead more than two months so that it now gets a running start in February."

Full color ads announced by the American Dairy Association will spearhead this year's cherry vanilla ice cream campaign. The first ad will appear in the February 27 issue of *Look Magazine* reaching a circulation of more than 3,110,040 homes from coast to coast.

The second ADA ad is scheduled for the March issue of *Better Homes & Gardens*. Coming out in February, the ad in *Better Homes & Gardens* takes the ice cream message into more than 3,291,829 homes. The combined circulation reached by the two ads is over 6,400,000.

A tempting mound of rich cherry vanilla ice cream

Oregonians to Convene

The fortieth annual meeting of the Oregon Dairy Manufacturers Association will be held at Corvallis, Oregon, from February 20 to 22. Topics to be covered include sanitation of milk and ice cream plants, new developments in supplies and equipment for the dairy industries, and others. An ice cream judging contest will also take place.

Detroit Officers Installed

The Allied Ice Cream Association of Metropolitan Detroit held its last meeting January 8 in Detroit's Hotel Sheraton. Installation of officers was the main order of business at the January meeting.

Nebraskans Hold Convention

The joint annual conventions of the Nebraska Ice Cream Manufacturers Association, the Nebraska Milk Dealers Association, and the Nebraska Dairy Boosters were held January 25 and 26 at the Hotel Cornhusker, Lincoln. Talks on ice cream machinery, production costs of novelties, and other timely subjects were highlighted. A motion picture titled "The Power of Pennies" was shown under the sponsorship of the American Dairy Association.

Cite Machinery Needs

All officers and directors were re-elected during the recent convention of the Wisconsin Association of Ice Cream Manufacturers. The 36th annual convention of the association was held concurrently with the 15th annual convention of the Wisconsin Milk Dealers Association from December 5 to 7 at the Hotel Schroeder in Milwaukee.

George Heiser, Jr., is President, C. J. Klepper is Vice President, and P. C. Carver is Secretary-Treasurer. Directors include I. B. Bell, Walter Grasse, A. E. Rost, R. P. Touton, Harold Grumbalek and A. F. Trebilcock.

During the ice cream sessions, a resolution was passed asking for legislative consideration of industry machinery and transportation needs "during any possible emergency." A copy of the resolution was dispatched to Wisconsin's representatives in Congress.

Jones Heads Kansas Institute

Willis D. Jones, Victory Creamery Company, Emporia, Kansas, was elected President of the Kansas Ice Cream and Milk Institute at the group's annual meeting in December. Vincent DeCoursey, DeCoursey Cream Company, Kansas City, was named Vice President. A. R. Brodine, Jo-Mar Dairies, Salina, is Secretary-Treasurer; and Dale M. Bryant, Wichita, is Executive Secretary.

How Important Are Your Outdoor Signs?

... WE ARE BIASED. However, you will agree that the outdoor sign ties in with radio, newspaper, billboard and counter displays as a vital link in the chain that draws the customer from the street to your product in the store. Naturally, then, proper maintenance of your signs is essential.

Right now we are working at 100% capacity; however, serious shortages are developing in paints, aluminum, steel, zinc, plastic and other products used in M-H signs. We may not be able to continue to supply the demand for our signs.

Your present signs should give years of service if properly cared for, because every sign we have shipped has been produced with care and skill, using the best products available. Therefore we suggest that you have your local serviceman or sign maintenance company clean, polish, touch up and inspect your signs every six or twelve months.

A national austerity program may require all of us to live with our present advertising for a long time...

"An ounce of prevention is worth a pound of cure!"

MULHOLLAND • HARPER CO.
5820 TACONY STREET, PHILADELPHIA 24, PA.



SODA-CANDY



DYNAMIC Sales Builders for Ice Cream!



Original displays for your products — with your carton, your copy — full color lithographed illustrations.



WINDOW SETS cardboard and paper cutouts



PLASTIC AND TACKER METAL SIGNS "stick-on," and Ranged.

Samples and prices on request. Write today for full information.

Milprint
PACKAGING MATERIALS
GENERAL OFFICES: MILWAUKEE, WIS.

Washington Institute Set

The twentieth annual State College of Washington Institute of Dairying will be held from March 12 to 17 at Pullman, Washington. Special sessions will be held for producers and field men, sanitarians, milk processors, and manufacturers of ice cream and other dairy products. Many prominent speakers will address the conclave, according to Professor H. A. Bendixen, of the school's Department of Dairy Husbandry.

Kansas Confab Scheduled

The Dairy Industry Conference at Kansas State College, Manhattan, Kansas, will be held on the school's campus on February 27 and 28. Professor T. J. Claydon of the Department of Dairy Husbandry says that the first day of the conference has been designed primarily for field men, and the second day for general plant personnel.

McCutcheon on "Records"

Robert McCutcheon, Plant Superintendent of the Maola Milk and Ice Cream Company, Newbern, North Carolina, was the guest speaker at the January 9 meeting of the North Carolina Dairy Technology Society. His topic was "Production Records for Dairy Plants." Officers of the society are W. C. Younts, President; R. B. Davenport, Vice President; P. R. Jordan, Treasurer; and W. M. Roberts, Secretary.

Dr. Baldwin Is Guest Speaker

Dr. Bruce Baldwin, Vice President of Abbott's Dairies, Philadelphia, was the principal speaker at the January 10 meeting of the Dairy Technology Society of Maryland and the District of Columbia. The meeting was held at the Hotel Continental, Washington, D. C. Dr. Baldwin's topic was "Route Sales Methods and Consumer Relations."

PAST PRESIDENTS of the Chicago Dairy Technology Society were honored at the group's December meeting. Standing, left to right, are: M. McClelland, Borden's; C. F. Weinreich, Cherry-Burrell; K. M. Royer, Purity Cheese Company; Roy Robichaux, Goldenrod Creamery Company; P. H. Tra-

cy, University of Illinois; G. W. Shadwick, Beatrice Foods; Floyd Keller, Associated Milk Dealers; C. A. Abele, Diversey Corporation; and Gilbert G. Gibson, Sidney Wanzel and Sons. Seated are Evert Wallenfelt, University of Wisconsin; W. D. Roth, Swift and Company; V. Christiansen, Bow-

man Dairy Company; Orville Aue, H. C. Christians Company; D. Hemb, Elgin Milk Products Company; and L. H. Weiner, Borden's. New officers of the society are Adolph Brunner, President; Paul Pertz, Vice President; Dr. Tracy, Secretary; R. W. Atkins, Treasurer; and D. Oatman, Sgt.-at-Arms.



Illinois Society Elects Harder

L. P. Harder, Sunshine Dairy, Decatur, Illinois, was elected 1951 President of the Central Illinois Dairy Technology Society. The election took place at the December meeting of the group. Other new officers are M. B. Burwash, J. D. Roszell, Peoria, Vice President; Robert Johnston, Pontiac Dairy, Pontiac, Treasurer; Professor P. H. Tracy, University of Illinois, Urbana, Secretary; and Paul Lierman, Beatrice Foods, Champaign, Sergeant at Arms. John W. Hayes, Pennsylvania Salt Manufacturing Company, Princeton, is the group's Corresponding Secretary. The next meeting will be held February 14 at Bloomington, Indiana.

Indiana Convention Held

The thirty-third annual convention of the Indiana Dairy Products Association was held from January 15 to 17 in the Hotel Claypool, Indianapolis.

Speakers during the ice cream phase of the program included Dr. P. H. Tracy of the University of Illinois; Karl D. Franke, National Dairy Products Company; and George W. Hennerich, Ice Cream Merchandising Institute.

The Indiana Boosters Association was responsible for most of the entertainment during the course of the convention.

Northwesterners to Hear Grant

Howard B. Grant, Publisher of ICE CREAM FIELD, will be a featured speaker at the forthcoming annual convention of the Northwest Association of Retail Ice Cream Manufacturers. The convention will be held at the Hotel Gearhart, Gearhart, Oregon, from March 20 to 22.

Because 1951 is the 100th anniversary of ice cream as a commercial product, the theme of the convention will be "A Century of Progress."

According to a recent newsletter distributed by the association to its members, Mr. Grant "is a gifted speaker and has been featured by all of the large national dairy conventions in the past few years. This will be his first appearance in the Pacific Northwest."

The newsletter then referred to Mr. Grant as "the greatest driving force in the ice cream industry today." It pointed out that his magazine "is continually plugging new and profitable ideas for the ice cream trade."

"The ice cream breakfast is his brain child," the newsletter declared. "He has conducted the research for, and is the moving spirit behind ice cream's 100th anniversary to be celebrated with much fanfare this year. Mr. Grant will be a featured speaker at the merchandising session and also at the annual banquet."

A representative of the National Association of Ice Cream Manufacturers will also speak at the convention. An ice cream scoring contest is scheduled, with attention to be paid to both vanilla and chocolate ice cream.

An enlarged version of the Ice Cream Breakfast has also been planned. Also scheduled is an allied members' luncheon.

New Mexico Course Held

A dairy short course was held at State College, New Mexico, from January 22 to 24, under the sponsorship of the New Mexico A & M College's Dairy Department and Extension Service and the American Dairy Association of New Mexico. Many prominent industry personalities appeared as guest speakers during the meetings.

Improvement Group Meets

The annual meeting of the Dairy Products Improvement Institute, Inc., was held January 11 in New York City's Hotel Commodore. Guest speakers included A. C. Dahlberg, Professor of Dairy Industry, Cornell University; K. G. Weckel, Professor of Dairy & Foods Industries, University of Wisconsin; and Frederick L. Zimmerman, Professor of Government at New York City's Hunter College.

57% of REMA Space Gone

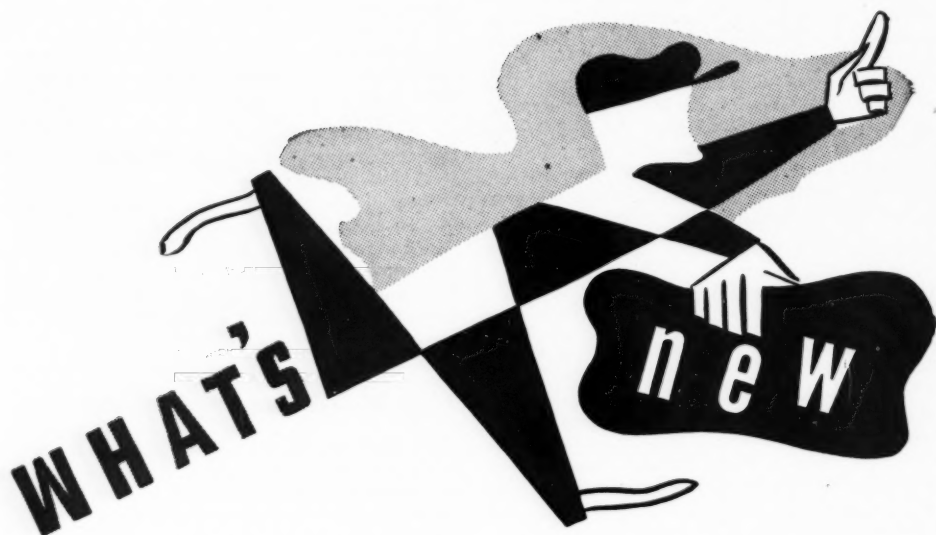
L. C. McKesson, Chairman of the Show Committee of the Refrigeration Equipment Manufacturers Association and Vice President in Charge of Sales of the Ansul Chemical Company, announced recently the sale of fifty-seven per cent of available space for the 7th All-Industry Refrigeration and Air Conditioning Exposition to be held at Navy Pier, Chicago, from November 5 to 8, 1951.

wire today for New



- Get the facts on how to use this three-year-industry-tested adaptation of the old-time method that made Chocolate Chip Ice Cream so popular. Learn how to use the Flakes in a batch freezer or how the warm chocolate can be added through a fruit feeder. Wire for Instruction Manual or for salesman to call.

The **STANDARD**
FRUIT PRODUCT COMPANY
208 - 210 MAIN STREET, CINCINNATI 2, OHIO



people

ANDERSON REPRESENTS STANGE

W. Earl Anderson has been appointed sales representative for Wm. J. Stange Company. He will service food processors in the states of Texas, Oklahoma, New Mexico, Colorado and Western Kansas where he has been associated with the food processing industry for more than 20 years.

Thurst Lind, Jr., who represented Stange in this territory for the past four years, has been transferred to Michigan and will establish headquarters in the Detroit area.

CLINTON FOODS NAMES BUHRER

The appointment of L. D. Buhner as General Sales Manager of the newly created Eastern Division of Clinton Foods corn processing division was announced recently by Carl Whiteman, Vice President in charge of sales and advertising.

This is the latest in a series of moves designed to broaden and decentralize the sales organization and maintain closer contact with field men and customers, Mr. Whiteman said.

With headquarters in New York City, Mr. Buhner will supervise sales of Clinton bulk and package products in the eastern seaboard states, extending from Maine to Virginia. The Clinton district sales offices, warehouses and brokers will be within his jurisdiction. The principal Clinton products are corn starch, corn syrup, dextrose, lactic acid and crude corn sugars.

Mr. Buhner, who joined Clinton Foods in 1947, has had a thorough sales experience in the corn, food and candy fields with nationally known concerns, and is widely and favorably known through these trades. He is a native of New York, where he makes his home with his wife and daughter.

REO K. VAN HORN DIES

Miss Reo K. Van Horn, Secretary of Foote & Jenks, Inc., vanilla manufacturers in Jackson, Michigan, died January 10. Miss Van Horn joined the firm forty-four years ago and had served continuously since that time. She had served as Credit Manager for more than thirty years and became secretary in 1940.

MARATHON PROMOTES TWO

Two executive promotions were announced last month by Marathon Corporation, Menasha, Wisconsin, manufacturer of pulp, paper and food packaging materials.

Emmett Below, who joined Marathon in 1934 and has been credit manager since 1942, was appointed controller, in charge of the company's accounting activities. Melvin Nield, assistant credit manager since 1947, was appointed credit manager.

LEWIS WORKS FOR RED CROSS

Madison H. Lewis of The Borden Company has undertaken two chairmanships for the 1951 Red Cross fund campaign of Greater New York, it was announced last month by Burl S. Watson, chairman of the Manhattan-Bronx Commerce and Industry Committee.

In addition to heading the consumer goods and services section, Mr. Lewis has charge of a subsidiary group covering hotels, foods and restaurants. In the latter capacity he and his sub-chairmen will organize the solicitation of funds during the annual Red Cross drive in March among thirty-six lines of business connected with these three general fields.

ACKERMAN HEADS SCHAEFER BRANCH

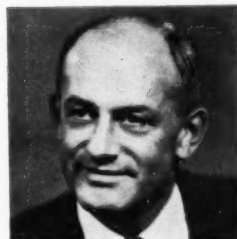
B. W. Hanson, President, Schaefer, Inc., Minneapolis, Minnesota manufacturers of ice cream cabinets, frozen food display cases and home and farm freezers, has announced the opening of a new factory branch located at 455 West 19 Street, New York City.

Morton L. Ackerman has been appointed Regional Sales Manager and will be in charge of operations at the newly established factory branch.

Mr. Hanson stated that the reason for this move was to give the rapidly expanding ice cream and frozen food industries in the New York Metropolitan, New Jersey and Philadelphia areas the best possible services.

Adequate showroom facilities will feature the complete line of Schaefer equipment. The entire line will be available for immediate delivery from a warehouse located at the same address in New York City. A complete line of replacement parts will be carried in stock at all times.

WALTER NAMED TO SALES SPOT



RAY G. WALTER

Ray G. Walter has been appointed Assistant Sales Manager of J. Hungerford Smith Co., Rochester, New York, manufacturer of soda fountain and ice cream fruits and flavors, it has been announced by Roy M. Warren, Vice-President in Charge of Sales.

Mr. Walter joined the company in 1936 after graduating from the University of Pennsylvania. He received his technical training in the J. Hungerford Smith Company plant prior to covering the Baltimore and Washington territory as a salesman.

In 1942 Mr. Walter was commissioned in the United States Navy. He was released to inactive duty in 1945 as Lieutenant-Commander and became Manager of the company's New York office.

DEAN PRODUCTS APPOINTS FEINBERG



E. FEINBERG

Walter Raskin, President of Dean Products, Inc., Brooklyn, New York, manufacturers of cold plates, has announced the appointment of Emanuel Feinberg as sales representative covering Eastern Michigan and Western Ohio.

Mr. Feinberg has for years been associated with the field of air conditioning and heat transfer products, and his experience now becomes available to the customers of Dean Products, Inc.

YOU'LL SLEEP BETTER TONIGHT--



If You Know That
AVENEX Is Guarding
Your Ice Cream!

It's a great comfort to know that *AVENEX, the well-known food antioxidant, is on the job, protecting your ice cream against oxidized and off-flavor worries.

AVENEX protects the freshness in which you take so much pride . . . Vanilla is delicious . . . Strawberry and peach ice cream have the rich, true flavor of the original fruit. And *that's* what brings your customers back for more.

It's surprising—but AVENEX gives you all of this at no extra cost. Send for information AND FREE SAMPLE.

CALL YOUR LOCAL OFFICE OF

The Quaker Oats Company

OR WRITE TO AVENEX CORPORATION

250 West 57th St., New York 19

Originators of Commercial Food Antioxidants

AVENEX

THE PURE FOOD STABILIZER AND ANTIOXIDANT

KULLMAN HEADS DAIRY COMMITTEE

F. H. Kullman, Jr., Vice President of the Bowman Dairy Company, has been elected Chairman of the Dairy Industry Committee. This Committee is a national organization, representing all phases of the dairy industry, with headquarters in Washington, D. C. Mr. Kullman has long been a leader in the dairy field and has also served as President of the Milk Industry Foundation, which is one of the component parts of the Dairy Industry Committee. National organizations, representing fluid and powdered milk, cheese, ice cream, butter, evaporated milk and dairy machinery companies, unite in the overall committee so that the dairy industry has a truly representative group to deal with national problems affecting this vital part of food supply.

CHARLES R. LAUREL, pictured here, has just been appointed to head the Insulated Ice Cream Container Division and Insulated Frozen Food Container Division of Can-Pro Corporation, Fond Du Lac, Wisconsin.



DRY STOP MERCHANDISER

- ✓ **Attracts Attention**
- ✓ **Creates Sales**



This modern superstructure, proved through use "on location," is a sure gallonage builder. Its height, size (68" long), and the flashing light will attract customers to the ice cream cabinet from any part of the store. Patented pipe supports give full accessibility. The lighted display carries your brand name and displays 8 flavor strips, with the full message visible on both sides. Sends light down into cabinet, too! Clamps on any cabinet easily, without screws.

CLAMP-ON PIPE UNITS



Photo at right shows our Patented Castings used at top and bottom of cabinet. Adjustable for all sizes.

Displays your sales material right at the point of purchase. This same Clamp-On Unit may be used with the Dry Stop Merchandiser, shown above.

WRITE FOR DETAILS AND PRICES

J. E. CULVER COMPANY

4302 CHICAGO AVENUE

MINNEAPOLIS 7, MINN.

RECO ANNOUNCES WEISSMAN APPOINTMENT

Reco Products Division of Refrigeration Engineering Corporation has announced the appointment of Murray Weissman as representative in the States of Ohio, Indiana, Michigan and Western Pennsylvania.

Mr. Weissman is acknowledged in the trade as a specialist in novelty manufacture, refrigeration and ice cream production. He was formerly associated with National Kream Company and Ice Cream Novelties, Inc. Mr. Weissman will maintain his headquarters at Cleveland, Ohio.

WISNER ELECTS BRITTON

Wisner Manufacturing Corporation, New York City, has elected R. D. Britton President. J. W. Mayne was named Vice President, and Donald L. Albee, Secretary-Treasurer. The elections took place in December at a meeting of the firm's Board of Directors.

It was also announced that Fred Malatesta has recently joined the firm as Sales Engineer. He has had more than twenty-five years' experience in the dairy industry.

BARNEY HOLTMAN DIES

Barney Holtman, assistant purchasing agent for the General Ice Cream Corporation, Schenectady, New York, died January 7.

VANILLA LABORATORIES ADDS TWO

Stan Ferris and S. M. Neffe have joined the sales force of Vanilla Laboratories, Inc., to extend service to customers in the territories around Philadelphia and Chicago.

Mr. Ferris, a graduate of the University of Wisconsin with the degree of B.S. in Dairy Industry, comes to Vanilla Laboratories from the Chr. Hansen Laboratories with whom he has been associated for the past ten years.

Mr. Ferris represents Vanilla Laboratories in Wisconsin, Minnesota, Iowa and Illinois, including Chicago, and also in St. Louis.

Mr. Neffe, who will have headquarters in Williamsport, Pennsylvania, comes to Vanilla Laboratories from the Cincinnati Fruit & Extract Company and earlier in his career worked for nationally known ice cream manufacturers in New York, New Jersey and Pennsylvania. Mr. Neffe will represent Vanilla Laboratories in New York State, Pennsylvania, Delaware and Maryland.

S. M. NEFFE (LEFT) AND STAN FERRIS



BUCKLEY IS VENDO VP



T. A. BUCKLEY

Vendo as Vice President in charge of sales and marketing.

Mr. Buckley comes to The Vendo Company with a background rich in experience and knowledge gained from many years in an allied industry. Until 1944, when he went with Buxton, Inc., leather goods manufacturers, he was with Westinghouse Electric Corporation.

In 1944, he went with Guxton, Inc., and when he resigned last December to join The Vendo Company it was at the end of one of the most successful years in Buxton's history.

Thomas A. Buckley, former President and General Manager of Buxton, Inc., Springfield, Massachusetts, became an officer and member of the board of directors of The Vendo Company, Kansas City, on January 1, according to an announcement by E. F. Pierson, chairman of the board. Mr. Buckley serves



DON C. JENKS has been elected Secretary of Foote and Jenks, vanilla specialists of Jackson, Michigan. He will also serve as Credit Manager. Mr. Jenks has been with the company since 1940.

EXTRAX APPOINTS TARVER, HANKS

Extrax Company, Brooklyn, New York, has announced the appointment of Harry W. Tarver as Southern sales representative for the company. Mr. Tarver will operate out of the firm's New Orleans headquarters.

Mr. Tarver will offer the Extrax "Year Round" frozen novelty program to the ice cream manufacturers in his territory. The company recently announced its all-inclusive program for frozen stick confections featuring exclusive products and merchandising program.

S. Bruce Hanks has been named as western representative of the firm. Mr. Hanks was formerly associated with Ice Cream Novelties, Inc., as sales representative.

Harold A. Hoffman, President of Extrax, reports that the company is enjoying a "tremendous response" to its current complete frozen novelty program.


MICEK APPOINTED TO SALES POST

Polak and Schwarz, Inc., announces the appointment of Frank J. Micek to the staff of its Chicago office.


Mr. Micek will act in the capacity of technical sales representative, serving P & S flavor customers in the Midwest territory. He is a graduate chemist of the University of Illinois and the Illinois Institute of Technology. During the past five years he has been a Chief Research Chemist, developing flavors and compounds in several food fields.

Sharpen Your Selling

WITH
**VAN-SAL
VANILLA**



**TASTE TESTS PROVE
MORE PEOPLE LIKE
VAN-SAL FLAVORED
VANILLA ICE CREAM**



Be Ahead ★ Buy Ahead

Van-Sal does more for you:

- ★ Costs less because Van-Sal higher flavoring power saves you money.
- ★ Van-Sal Vanilla Ice Cream pleases more people, makes more sales, sharpens your selling.
- ★ Be ahead with Van-Sal Vanilla by buying ahead. Van-Sal production facilities and field staff number among the largest in the industry. That's why you can always **DEPEND** on Van-Sal . . . "The Industry's No. 1 Vanilla" . . . for purity, uniformity, and top quality.

Write for Cost Comparison Chart

S. H. MAHONEY EXTRACT CO.

Sally H. Mahoney, Pres.

221 E. CULLERTON RD. CHICAGO 16, ILL.

SUTHERLAND APPOINTS ZINSER



C. ZINSER

Sutherland Paper Company announces the appointment of Clayton Zinser as a field representative. His territory will consist of counties in the southern part of Illinois and eastern Missouri, with headquarters at St. Louis.

Prior to joining Sutherland's sales force Mr. Zinser was employed in various executive sales capacities in the beverage field.

Mr. Zinser has just completed an intensive training program. In his new territory he will sell the complete Sutherland line. He succeeds the late Neil Swanson.

NATIONAL DAIRY NAMES WETENHALL

Election of J. Huber Wetenhall as Assistant Vice-President of National Dairy Products Corporation was announced last month by L. A. Van Bomel, President, following a meeting of the board of directors.

Mr. Wetenhall has served as assistant zone adviser for National Dairy's Midwestern milk and ice cream divisions, with offices in Chicago, for two years. He had previously been president of the Luick Dairy Company and Luick Ice Cream Company in Milwaukee, which he joined in 1935. His service with National Dairy began in 1929 with the Breyer Ice Cream Company of Philadelphia. In 1931, he

joined the New York office of National Dairy where he served as an executive for five years before going to Luick companies in Milwaukee.

Mr. Wetenhall will move from Chicago to New York to serve with the management group of National Dairy at 230 Park Avenue.

Dr. Franklin W. Barber has been appointed Senior Microbiologist in charge of the Microbiology Division of National Dairy Research Laboratories, Inc., Oakdale, New York, effective January 9, 1951. Dr. Barber has been associated with National Dairy since 1945 and was a member of the staff of the Baltimore Laboratories of the Company prior to coming to Oakdale. For the past year he has been acting head of the Microbiology Division.

Robert M. Radford has been appointed Chief Chemist in charge of the Analytical Division of National Dairy Research Laboratories, Inc., Oakdale, New York, effective January 9, 1951.

FAIRMONT FOODS APPOINTS RAGNOW



A. C. RAGNOW

D. K. Howe, President of Fairmont Foods Company, Omaha processors of dairy and poultry products and frozen foods over a 35-state area, announces the appointment of A. C. Ragnow as Merchandising Vice-President.

Mr. Ragnow long has been active in food merchandising and advertising. He was associated with Swift & Company, Chicago, for thirteen years.

He recently resigned as Vice-President and Manager of the Chicago office of Campbell-Mithun, Inc., Advertising Agency where he supervised the work for such clients as American Dairy Association, Quality Chek'd Ice Cream Association, Larsen Canning Company, and others.

Mr. Ragnow will supervise merchandising and advertising and provide sales counsel and product coordination to all divisions and branches of the Fairmont Company.

WALTER KEMPER RETIRES

Walter Kemper, active in the ice cream business for more than forty years, has retired as general manager of Borden's Furnas Ice Cream Company, Indianapolis. He was succeeded by A. C. Wooten who moved up from the sales manager's post. Jim Cooper has been promoted to district manager and will direct activities of the eight branches in Indiana and Illinois. Edward Kerl is the new sales manager.

R. L. NEWCOMER APPOINTED

Container Corporation of America has announced the appointment of Robert L. Newcomer as special representative to handle the company's line of butter and ice cream cartons, food and carryout pails and stock packages for frozen food lockers and home freezers. He will work out of the 35th Street, Chicago, folding carton plant in a territory which comprises lower Michigan, Eastern Indiana, Western Ohio and Kentucky.

ZEROLL Roldip Through The Emergency

REG. U.S. PAT. OFF. DES. IN CANADA
Self-Defrosting - Non-Mechanical

Sizes—12, 16, 20, 24,
30. Price \$2.40
ea. f.o.b.
Toledo,
Ohio.

The high speed commercial dipper. Completely self-defrosting. Releases portion instantly when touched to dish.

BULKROLL
REG. U.S. PAT. OFF.
Non-Mechanical - Heavy Duty
ICE CREAM DIPPER

A new, giant dipper for Roldipping ice cream from bulk can into hand packed pints and quarts. Does not compress the over-run.

Price \$1.50 ea.,
f.o.b. Toledo, Ohio.

Roldipping with a Zeroll or Nuroll dipper will overcome the handicaps of inadequate or untrained help, high costs and other service difficulties incidental to the national emergency. We are still shipping. Ask your supply dealer or write.

NUROLL
REG. U.S. PAT. OFF.
Domestic Type - Non-Mechanical
ICE CREAM DIPPER

The low-priced dipper for home users. A great sales promotion item. Sizes No. 16, 20 and 24. Price \$1.35 each f.o.b. Toledo, Ohio.

The ZEROLL Company
2410 Robinwood Ave.,
Toledo 10, Ohio

TRANSFER SPADE
A Zeroll Product

A strong, perfectly balanced tool for transferring ice cream from one bulk container to another. Price \$1.50 each f.o.b. Toledo, Ohio.

ROLDIP
REG. U.S. PAT. OFF.
REG. IN CANADA

A coined word suggestive of the way Zeroll, Nuroll and Bulkroll dippers cut and roll the portion without packing.

New Products

ICE CREAM STUDY

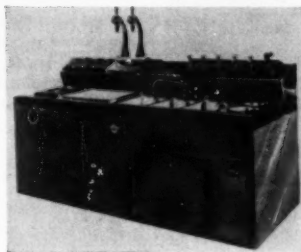
In response to the need for an up-to-date scientific book on ice creams and other frozen desserts, Dr. D. Horace Nelson and Professor J. H. Frandsen have made a special effort to present useful facts in non-technical language and as concisely as possible in the new volume, "Ice Creams and Other Frozen Desserts."

This book concerns itself largely with the essentials which the student, the ice cream maker, the plant operator, and the salesman need in their business, and contains much of the information and experience accumulated by the authors in their many years of work with students and with those engaged in the manufacture and marketing of ice cream. The contents also include a considerable amount of handy reference material; lists of formulas, solutions of overrun problems, suggestions for sales promotion, and detailed information regarding simple methods of calculating various types of mixes.

Additional information may be had on request. The book may be ordered by

writing to the New Products Department, ICE CREAM FIELD, 19 West 44 Street, New York 18, N. Y.

DALLAS BOBTAIL



The Dallas Soda Fountain Company has introduced a new bobtail known as the Hafer 78, with all the features of the larger units, according to the manufacturer. It is a self contained unit with dry refrigeration. All component parts are standard equipment and available anywhere in the United States.

The entire working surface is one piece of stamped stainless steel. Other working surfaces including storage com-

partment, syrup rail, dipper well, refuse chute and basin sinks are fabricated of heavy gauge stainless steel. The entire unit is mounted on an electrically welded steel frame. The refrigeration unit is protected by sealed-in corkboard and Ultralite insulation.

Exclusive with the Hafer 78 is a non-tip Airspace Drain Board. The perforated surface of this stainless steel drain board is flat and sits about 1/4" above the drain tray.

COSMIC DE-FROSTER

You can defrost your soda fountain and ice cream cabinet now with the new Cosmic De-Froster. Using infrared rays, the Cosmic De-Froster applies the heat behind the frost, thus loosening it. This portable unit, manufactured exclusively by the Kilbourn Machine Company, applies the industrial principle of using radiant heat which works faster and more efficiently than convection heat. The infrared rays pass through both the air and the frost to become heat when they reach the lining of the cold storage cabinet. The metal, itself, becomes warm enough to loosen the frost.

SIMPLE AS A-B-C!

The only thing you have to do in order to learn more about any product described in ICE CREAM FIELD'S "New Products" section is to fill in the coupon below with the number that identifies the news item, and send it to the New Products Department, ICE CREAM FIELD, 19 West 44 Street, New York 18, N. Y. We'll be glad to forward your inquiry to the manufacturer who will send you complete information regarding his product. If you want to know more about any product advertised in ICE CREAM FIELD, jot down the advertiser's name and we'll direct your inquiry to his attention. In either case, there is no obligation to you.

Your Firm Name

To New Products Department
Ice Cream Field
19 West 44 Street
New York 18, N. Y.

Address

Without obligation to me, please send me more information about the following New Products described in the February issue. (I have indicated below by number the ones that interest me.)

Your Name

☐ ☐ ☐ ☐ ☐

Your Title

I would like to know more about the following companies' advertisements:

100% PURE MAPLE
SYRUP AND SUGAR
FOR FLAVORING

Write for further particulars from the
 World's Largest Packers of
 Pure Maple Products

CARY **MAPLE SUGAR CO., INC.**
 ST. JOHNSBURY, VERMONT

NESTLE'S®- RUNKEL'S®
Chocolate
GRANULES • COCOAS

Nestle uses only selected beans with special processes to assure the finest roasting and blending. This special knowledge produces chocolate of the highest quality for ice cream!

WITH THAT FAMOUS
NESTLÉ'S
 CHOCOLATE FLAVOR

Nestle's Chocolate Company, Inc.
 60 Hudson St., New York 13, N. Y.
 Branches in Principal Cities

NESTYLE PACKAGE

4

Storage results reportedly are showing the reduction in shrinkage of ice cream packaged in the new plastic-coated Sealright Nestyle container. Tests in reducing shrinkage with the new container by the Pet Dairy Products Company and other early users of the package and at the Sealright factories are confirmed by the experiences this winter of many other ice cream manufacturers, the Sealright Company reports.

The new package is the familiar Nestyle container, plastic-coated for non-absorbency and for reduction of air action through the package to the requirements of air needed to maintain freshness and flavor. It is these factors that most ice cream men charge with the responsibility for packaged ice cream shrinkage.

Pet and several other manufacturers have even tried the new package with sherbet and have found that this product can be stored without telling loss, Sealright states.

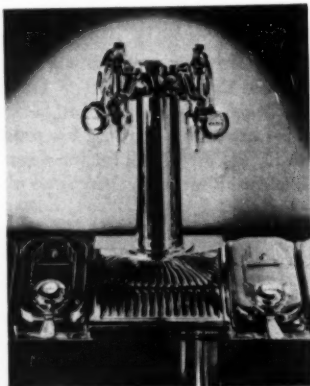
In addition to the reduction of shrinkage effects, manufacturers are said to be finding two other effects of the plastic coating of the Nestyle: (1) a smooth surface for spooning out the ice cream neatly and completely, and (2) protection of the exactness of the flavor and of the texture of the ice cream in storage.



COLDPOINT SYSTEM

5

The new Coldpoint Beverage Dispensing System, reported to be an important improvement in fountain design, enables an operator to dispense uniformly proportioned carbonated or plain beverages directly from a draft stand at the fountain. The special draft station with two draft heads occupies space only in the syrup rail—space which ordinarily would be used for handling the syrups for the two drinks dispensed. Both water and syrup lines are mechanically refrigerated and kept cold right up to the point of delivery, the manufacturer claims. Thus every drink drawn is chilled to the proper temperature, even at fountains not in constant use.



This method of serving beverages at the fountain is now available on new Bastian-Blessing fountains. Additional information is available on request.

HILL CABINET

6

The Hill Model 82-XIC is designed to display and hold ice cream. Temperatures recommended for storage of

ice cream in this case are minus 10 degrees to minus 20 degrees. In order to get this lower temperature this case has extra coiling capacity, 5" of hermetically sealed corkboard insulation, and a 5¼" glass moisture-proof display front, according to the manufacturer.



This self-defrosting case reportedly keeps top packages at least one degree cooler than those on the bottom. A blast of cold air hits the top packages first. Then, the air is forced to wrap itself around all of the packages. With this method of refrigeration, packages can be placed up close to the top edge of the case where they can be seen and reached.

The case has a capacity of 14 cubic feet. It is approximately 86" long, 38" deep and 56¼" high overall.

DAIRY BOOK

7

A discussion of dairy byproducts and methods for converting them into human food and other commercial and industrial uses is contained in a new book titled "Byproducts from Milk." The authors are Earle O. Whittier and Byron H. Webb, dairy technologists in the Bureau of Dairy Industry, United States Department of Agriculture.

"Byproducts from Milk" was prepared by the authors as a public service to the

Nation's dairy industry and was published on a nonroyalty basis by the Reinhold Publishing Corporation.

Described in detail in the book are the physical and chemical characteristics of skim milk, whey, and buttermilk, and their components. Recognized procedures are outlined for converting the dairy by-products into products for use in foods and nonfood products. Discussions are based on the following subjects: Byproducts of milk; beverages from byproducts; fermentation products from whey; condensed products; dried products; cheese and cheese products; bakery products; canned products; miscellaneous food products; casein and whey protein; and lactose.

The book is expected to be especially valuable to manufacturers of dairy products, research workers in food and nutrition, and students of dairy science and technology.

PLASTI-FORM SIGNS

8

Bond Displays, Inc. has developed what it calls Plasti-Form display signs which have been made available to ice cream manufacturers as stock items as well as in specially designed units for individual use.

Plasti-Form signs are three-dimensional in effect, and reportedly are adaptable to many point-of-purchase merchandising uses. They can be made in practically any size or shape, and can show the ice cream manufacturer's package, carton, and trademark in the third dimension, a spokesman for Bond Displays pointed out.

Examples cited by the manufacturer include an actual size milk carton with milk pouring into a glass. The carton, stream of milk, and glass extend from one-half to one inch from the face of the sign. These are designed and manufactured to order.

Also available are Plasti-Forms signs measuring 10 by 8" and 14 by 11" which illustrate ice cream and which can be used in any superstructure for self-service cabinets, as well as for window, counter, or backbar displays.

A 16 by 8" billboard sign is also available. This is a lighted display with a Plasti-Form sign that can be used effectively for counter or window displays, the manufacturer reports. As Plasti-Form signs can be used with or without illumination, shadow boxes in various sizes have been developed. These boxes are made in such a manner as to permit

ANYTHING NEW?

New products, services, or publications of interest to ice cream manufacturers will be publicized on these pages if they are brought to the attention of the New Products Department, ICE CREAM FIELD, 19 West 44th Street, New York 18, N. Y.

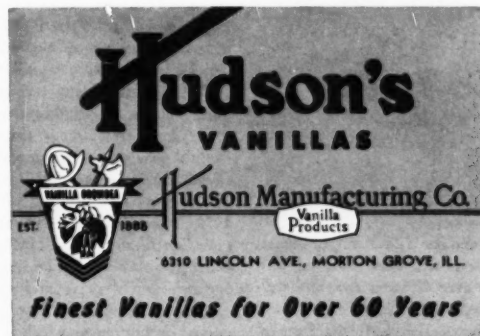
Got anything new? Let us hear about it.

the ice cream manufacturer to show his name, slogan, or copy on the frame.

The new color transparencies which have been created by Bond Displays include eighteen assorted subjects, and are specifically designed to sell ice cream from self-service cabinets.

Middle West Sales Company, affiliated with Bond Displays, announces that it will continue to manufacture the V. M., Sr. superstructure. This unit measures 36" long and holds two 14 by 11" pictures.

Additional information and literature concerning these products are available on request.



Our New Plant is now located at 6310 Lincoln Ave., Morton Grove, Ill.

A standing invitation

to take your troubles to

American Food's TASTE AND TEXTURE CLINIC

Dedicated to the improvement of your products and lower production costs

American Food Laboratories, Inc., 850 Atlantic Avenue, Brooklyn 17, N. Y.

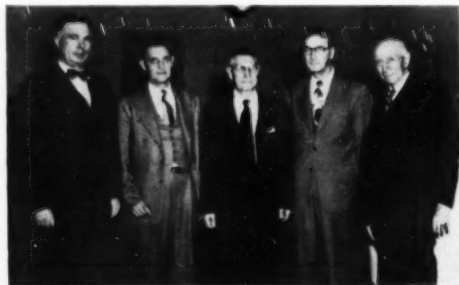
Business News

ANDERSON BROS. ISSUES REMINDERS

Through a series of direct mail notices, Anderson Bros. Manufacturing Company, Rockford, Illinois, is currently reminding ice cream manufacturers to anticipate their summer equipment needs and arrange for replacements and repairs as well as new equipment as soon as possible. The company urged that manufacturers obviate manufacturing problems by analyzing their plant needs and fulfilling them now so as to avoid delivery delays.

MARATHON HONORS BAENKE CLAN

Ninety years of Marathon service in one family is the record of 75-year-old John Baenke and his sons, Oliver and Al, who were honored at Marathon Corporation's Quarter Century Club banquet in Menasha, Wisconsin, recently.



They are shown here with another Marathon old-timer, D. C. Everest, chairman of the board, who has been with the company since its inception over 40 years ago, and with his successor, William L. Keady, new president and general manager. Left to right are Messrs. Keady, Oliver Baenke, John Baenke, Al Baenke and Everest. Al and Oliver each received 30-year pins at the banquet. Their father, who came to work at Marathon in 1917, three years before they did, retired in 1946. Membership in the Marathon Quarter Century Club is now 206. Among the Marathon men who completed 25 years of service with the company this year were Roy Sund, Vice President in charge of manufacturing, and R. C. Flom, manager of sales promotion. Marathon is a manufacturer of packaging materials for the ice cream industry.

PAGE OFFERS SCHOLARSHIPS

Memorial scholarships to Toledo University for eligible Toledo young men were announced last month by Henry Page, Jr., and Arnold Page in memory of their father, Henry A. Page, founder and President of The Page Dairy Company of Toledo. The Henry A. Page Memorial Scholarships are the first of their kind set up by a Toledo family to further good citizenship and education in the community.

RECO CONSOLIDATES MANUFACTURING

Reco Products Division, Refrigeration Engineering Corporation, manufacturer of walk-in and reach-in freeze coolers and ice making and frozen novelty equipment, announced the expansion of manufacturing facilities at Emporia, Virginia.

Because of increasing demand for augmented production facilities due principally to the growth of frozen food and ice cream business, the firm has decided to utilize all possible facilities of the Emporia plant, and in the near future to expand by adding additional facilities on the ten-acre tract which the plant occupies. The plans for expansion include addition of kiln drying facilities and additional lumber handling equipment, including heavy woodworking equipment.

Headquarters offices of the company will remain in Philadelphia, where sales, engineering, procurement, and control functions will be performed.

The new Emporia plant, which was established in June of 1950, is located about sixty miles south of Richmond, Virginia, on Highway 301. It is a modern, one-story masonry building with private rail siding for ten cars on the ACL R.R. Modern woodworking and metal working production machinery and equipment have been provided to increase production, a portion of which is being used to fill defense orders.

ICE CREAM MAKER NEEDED IN PANAMA

The office of the Panama Canal reports that there is a vacancy in a position of ice cream maker for duty in the Panama Canal service on the Isthmus of Panama at an entrance salary of \$3,906.25 per year. Details can be had by writing the Chief of Office, the Panama Canal, Washington 25, D. C.

***No charge for any of the following services:**

- (a) Analyses and new product development
- (b) Reformulation of your product and its ingredients
- (c) Practical application of latest scientific progress
- (d) Advisory service on the use of the following tested and approved products



FLAVORS

Vanilla Extracts and Powders
Pure Coffee Concentrate
True and Synthetic Fruits

STABILIZERS

Formula S-233
STA-VEL for Ice Cream
STA-VEL for Fruits

EMULSIFIERS

MARCOID (Liquid)
WILCOID (Powder)
CONCENTRATE "A" (Plastic)

**TASTE AND TEXTURE
CLINIC**

Also **FOOD SPECIALTIES** such as VEL-MARSH Marshmallow Powder

COURT FINDS SOYA PRODUCT ILLEGAL

The manufacture and sales of Soya Frozen Dessert was found illegal January 10 by Judge Beryl Johnson of the District Court of Shawnee County, Kansas. The product was formerly produced by Steffen Dairy Foods of Wichita and sold by Dairy Belle, Inc., also of Wichita.

Dairy Belle, in June 1949, brought an injunction suit against the Kansas State Board of Agriculture, which had threatened to prosecute the company for violation of the ice cream and milk statute, which provides that any product made "in semblance of ice cream" shall not contain any fats, oils, or paraffins other than milk fat.

The court denied the injunction and dissolved the temporary injunction which had enjoined state officials from bringing any action against the companies involved.

GUNDLACH CLINIC HELD

The Dairy Products Merchandising Bureau division of G. P. Gundlach & Company, Cincinnati, Ohio, sponsored an ice cream clinic for ice cream executives, salesmen, and production men, from January 16 to 18 at the Cincinnati Club.

Speakers during the meetings included Irving C. Reynolds, Franklin Ice Cream Company; Morris L. Finneburgh, Liquid Carbonic Corporation; Dr. Paul H. Tracy, University of Illinois; and others. George P. Gundlach, C. W. Esmond, George B. Gundlach, Robert Ruhl, and Ross J. Winning of the Gundlach organization supervised the program, and contributed many merchandising and sales ideas.

The sessions were well attended and many favorable comments were heard as to the effectiveness of the Clinic presentation.

FOOTE & JENKS REVIEWS YEAR

Foot & Jenks, vanilla manufacturers of Jackson, Michigan, last month sponsored its 50th annual conference of representatives, officials, and house employees. During the two day session, informal business meetings were held, new products introduced and a successful year reviewed.

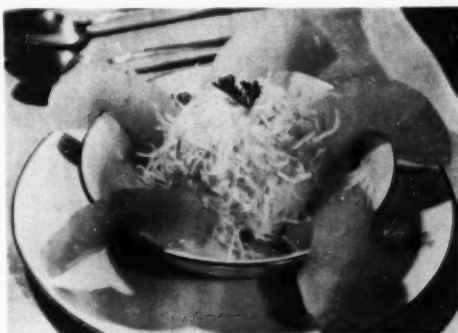
The company celebrated its 67th anniversary last month and local newspapers gave prominence to the firm and its employees. The average length of service for all employees has now reached 16 years.

CONTEST WINNER FETED

"Ice Cream Pineapple Supreme" won for Mrs. Ethel Skill of 1530 Ellamont Street, Baltimore, Maryland, the grand

prize (a Packard automobile) in the 1950 Sealright ice cream dessert recipe contests. Mrs. Skill entered the contest through the Meadow Gold Ice Cream Company which sponsored the recipe competition in cooperation with Sealright in the Baltimore area. She picked up her entry blanks for the contests at Dr. Morris Alliker's neighborhood drug store in Baltimore.

The recipe for "Ice Cream Pineapple Supreme" is as follows: 10 marshmallows . . . small can crushed pineapple . . . quart vanilla ice cream . . . shredded cocoanut. Cut up the marshmallows into the can of crushed pineapple. Let stand in mixing bowl at room temperature until marshmallows are soft. Blend mixture by stirring. Add quart of vanilla ice cream. Mix well. Place in freezing compartment until mixture is firm. Serve in scoops or balls sprinkled with shredded cocoanut. (See accompanying photograph.)



The recipe also won Mrs. Skill a 16 inch screen Westinghouse television set in the second of the three Sealright preliminary contests.

Mrs. Skill was presented with her 1951 Packard Sedan by Mayor D'Alesandro of Baltimore at the City Hall in behalf of the Sealright and Meadow Gold companies. The following officials of these companies were at the ceremonies: Jack Abrams, President, Will Nadisch, General Manager, and Henry Goldscheider, Sales Manager of Meadow Gold, Baltimore; and of Sealright, R. Reid McNamara, Sales Manager; Chester Rondomanski, Advertising and Sales Promotion Manager; James K. Sheek, Southern Manager; David MacCool, Baltimore representative; and R. A. Smith, Washington, D. C. representative.

KELVINATOR SETS RECORDS

Nash-Kelvinator Corporation set new records for production, sales, earnings, employment and payrolls in the fiscal year ended September 30, 1950, George W. Mason, President, revealed in the company's 1950 annual report issued last month.

Net sales were seventeen per cent greater than in 1949, amounting to \$427,203,107 against \$364,193,360.

Net earnings amounted to \$30,536,326, or \$7.03 per share, after provision for state and Federal income taxes, but before provision for excess profits taxes. Net earnings in fiscal 1949 were \$26,229,930, or \$6.04 per share.

Mr. Mason explained that it was impossible when the annual report went to press to estimate the effect of the pending excess profits tax act on 1950 earnings. Progress of this legislation since that time has been such that it is now estimated that \$1,700,000 will be required for excess profits taxes.

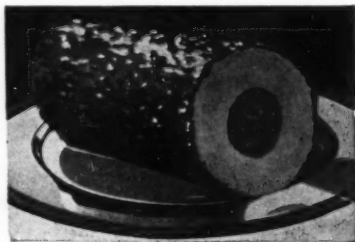
AUTOMATIC VENDING INCREASE NOTED

The number of ice cream vending machines on location increased from 6,000 to 8,250 in the 12 months ended December 31, marking the most substantial growth this phase of vending has had. This fact was revealed in the annual Census of the Vending Machine Industry compiled by *Vend*, the magazine of automatic merchandising, and published in its January issue.

Because of the limited number of machines on location, and the limited experience with these machines, the Census study was unable to determine the volume of ice cream sold thru vendors.

Deliciously Different Flavor!

Ice Cream Roll Topped With **JOHNSON'S FAMOUS MACAROON CRUNCH**



Here it is—ready to use—flavorful Macaroon Crunch. You'll find the cost much lower than nut meats or preparing and grinding macaroons the old-fashioned way. Everyone loves that full, nutty flavor of freshly baked almond macaroons. Write for prices today!

Feature Macaroon Crunch Ice Cream, Too. It's Wonderful!

H. A. JOHNSON CO.

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(BRIGHTON STATION)
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125 MACQUESTEN PKWY., S.
MOUNT VERNON
NEW YORK



Amerio REFRIGERATED BODIES

**Built to Endure
Designed for Convenience
Styled for Sales**

Self-Contained Dry Ice Ammonia

Let Us Quote



REFRIGERATING EQUIPMENT CO., INC.
128-36 Forty-Fourth St. Union City, New Jersey

"Serving The Better Buyers"

REFRIGERATED TRUCK BODIES

DRY ICE EQUIPMENT DIVERSIFIED REFRIGERATED EQUIPMENT

SUGAR HELD GREAT NATURAL FOOD RESOURCE

Science is constantly learning how to make better use of sugar to feed an ever-hungry world, Dr. Robert C. Hockett, Scientific Director of Sugar Research Foundation, told members of the American Chemical Society recently. Research supported by the Foundation has demonstrated that sugar has a valuable place in the practical dietary of the American people," he said. "It has been shown to be especially valuable as an inexpensive source of calories for the growth and development of children."

SANDWICH SURVEY COMPLETED

Completion of a survey dealing with the use of wafers for ice cream sandwiches has just been announced by Bill Rabin, Sales Manager of Empire Biscuits Division of Airline Foods. The survey indicated that the 2 by 5 1/4" rectangular biscuit outsells the traditional square biscuit by 122 per cent. Four factors account for this consumer preference, Mr. Rabin said. He cited greater value, convenience of the bite-size wafer, greater volume for the manufacturer to offset additional production costs, and the rectangular sandwich's potential for use in vending machines. The rectangular sandwich is available in two other sizes, Mr. Rabin pointed out.

CHANGES COMPANY NAME

The Canvas Products Corporation last month announced the changing of the firm name to Can-Pro Corporation. The firm is located in Fond du Lac, Wisconsin.

PAUL YOUNG: "THE CURRENT SITUATION"

The American dairy industry, caught short at the start of World War II, is now in a position to supply the friendly nations of the world with dairy products, Paul Young, President of Golden State Company, Ltd., said recently.

The chief executive of this major western dairy, which was among the Armed Forces' largest suppliers of dry milk products during the last world conflict, states there is little reason to fear that increased government purchases of dry milk would seriously hamper domestic usage of dairy foods. Large purchases have been made by the government to supply both the rapidly growing numbers of troops abroad and the people of devastated countries.

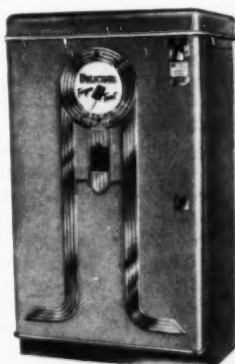
The reassuring aspects in the dairy industry are primarily three-fold, Mr. Young said. First, current annual production of over 915,000,000 pounds of nonfat dry milk solids for human consumption and almost 110,000,000 pounds of powdered whole milk can take care of the immediate emergency.

Secondly, greatly improved plants and processing procedures provide the means for expanding production more quickly. Mr. Young explained that the industry was converted from a "batch" to a "continuous" operation during the second world war. Now production lines are capable of packaging product twenty-five to thirty times faster than was possible ten years ago.

Thirdly, today more complete utilization of milk, with virtually no waste, has increased the supply of raw product to the dairy processor. The practice of separating butterfat on the farm for sale to the creameries and feeding of nu-

ATLAS "Col Snac" VENDOR

**FOR ICE CREAM
BARS-ON-STICKS
OR ICE CREAM
SANDWICHES**



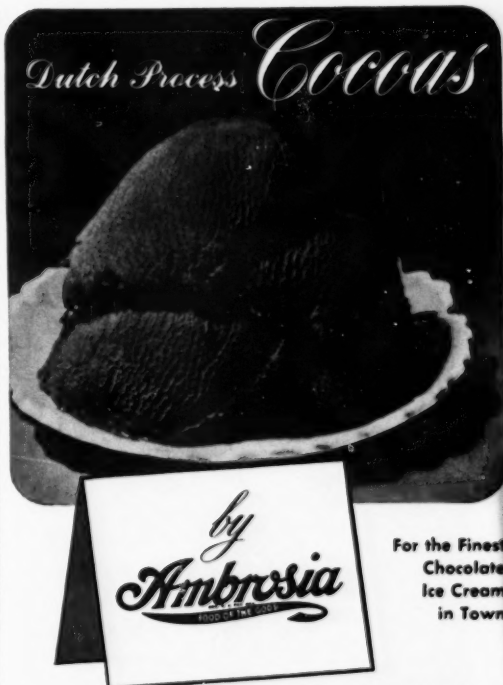
The ONLY Merchandiser With ALL the Practical Features That Mean Maximum Sales with Minimum Investment

- No Additional Packaging!
- Completely Automatic!
- Extra Big Capacity!
- Slug Rejector and Coin Changer at No Extra Cost!
- Fast, Easy Loading!
- Right Temperature Always!
- Light Where It's Needed!
- **PLUS**— $\frac{1}{4}$ hp G.E. Compressor equipped with service valves for on-the-spot service — easily accessible mechanism — stainless steel contamination-proof liners and working parts — many other exclusive features.

Write Today!

DAIRIES! The ColSnac gives you an opportunity to open up a vast new market that can be easily handled with your present facilities! A profitable outlet for increased volume!

ATLAS TOOL & MFG. CO. 5147 Natural Bridge Blvd., St. Louis 15, Missouri



**For the Finest
Chocolate
Ice Cream
in Town**

AMBROSIA CHOCOLATE COMPANY • MILWAUKEE

tritious skim milk to the hogs and other animals, prevalent some years ago, has largely disappeared. Today most creameries receive whole milk and make powdered whole, or dry skim milk and butter from it.

"Every catastrophe teaches us lessons that can be put to good use in the event of similar disasters," Mr. Young said. "During the last war, Golden State and other dairy processors aided the government in establishing specifications for quality, packaging and shipping. This laborious chore will not have to be undertaken again, and consistently high quality products will be assured in all shipments to the battlefronts or to devastated areas.

"Another heartening factor is that processing techniques and new methods for reliquifying milk powder has so improved quality and flavor that it can be accepted with favor as a fine tasting, nourishing beverage," Mr. Young concluded.

TO CONTINUE VANILLA SERVICE

Chester A. Smeltzer, formerly associated with the Dammann & Smeltzer Corporation, has announced that he is now serving as a special buying agent for all types of vanilla beans. Mr. Smeltzer has had almost fifty years' experience in the vanilla industry.

CP MOVES IN SEATTLE

The Creamery Package Manufacturing Company branch in Seattle has a new home. The new address is 1030 First Avenue, South, Seattle 4, Washington.



Damp-Tex super-enamel can be applied to surfaces despite moisture, heat, fumes and many other extreme conditions. Its water-proof film retards deterioration, increases efficiency, turns depressing, dingy interiors into gleaming porcelain-smooth beauty. Resistant to fungus, 2% caustic solution, steam and lactic acid. One coat covers. Comes in white and colors. Used in over 8,467 plants. Write for our trial offer "M."



Proved Fungus Resistant
by FUNGUS TEST



Proved Lactic Acid
Resistant by ACID TEST

DAMP-TEX FOR
WET OR DRY
SURFACES
STEELCOTE MFG. CO. • ST. LOUIS, MO.



THE CREAMERY PACKAGE MFG. CO.

National Dist. of Damp-Tex Products to the Dairy Industry

General Office: 1243 W. Washington Blvd., Chicago

ALSO SOLD IN CANADA: CREAMERY PACKAGE MFG. CO.
OF CANADA, LTD., 267 King St. W., Toronto 2, Ontario.

MORE SUGAR DUE IN 1951

World sugar production, according to a study just completed by Lamborn & Company, Inc., sugar authorities, will be almost three million short tons greater this year than last year. Preliminary estimates of the new crop of world sugars is 41,080,000 tons as compared with 38,296,000 tons. The five-year average in the pre-war years of 1935-1939 was 34,050,000 tons.

Sugar production in the British Empire has been aggressively stimulated since the end of the last war. Its production is indicated at 4,410,000 tons as against 3,929,000 tons last year, or an increase of approximately 500,000 tons. In 1939-1940 the British Empire produced 3,341,000 tons.

France and her Colonies, based upon the latest estimates, will produce this year 1,765,000 tons as against 1,212,000 tons in the previous year. In the 1939-1940 season the French Empire produced 1,400,000 tons.

The production in Cuba, the largest world sugar producer, is indicated at 6,400,000 tons for this year as compared with 6,126,000 tons for last year. In the 1939-1940 campaign Cuba produced 3,157,000 tons or about one-half of what she is producing this year.

Production in the areas supplying the United States is indicated at 12,337,000 tons as compared with the production of 11,182,000 tons last year or an increase of over one million tons.

NEW DISTRIBUTOR FOR SCHAEFER

Schaefer, Inc., manufacturers of Schaefer ice cream cabinets, Clearview merchandising cabinets for packaged ice cream and frozen foods, and Pak-A-Way home freezers, has announced the appointment of the Cherry-Burrell Corporation of Boston as New England distributors of its ice cream and frozen food cabinet lines.

The Cherry-Burrell Corporation maintains complete warehouse stocks in Boston, and through its large organization, offers New England ice cream manufacturers attention to their cabinet requirements.

The 1951 Schaefer cabinet line comprises eight models in the conventional dipping type cabinet from ten to eighty gallon capacities in both chest and extra capacity models, one open top package merchandiser, and four models in the Clearview sliding glass top merchandiser.

BOBBY CLARK FEATURED IN TV SHOW

Bobby Clark, whose big cigar and painted spectacles have become a trade-mark for laughs, was the star in Frigidaire's "Comedy Hour" television show January 21 over the NBC TV network. This was a variety show with a supporting cast of outstanding performers.

Mr. Clark, who is sharing Frigidaire's "Comedy Hour" time-spot with Bob Hope on an alternating basis, sparked the 60-minute show with his fast-paced routine. It was his third TV appearance for Frigidaire since the new TV show series started last fall.

The special Hope-Clark shows are being telecast over the entire NBC network every fourth Sunday. The show reaches an audience of around ten million people in 58 television areas from coast to coast.

A service to you . . . the Supplier!



Here is a complete, up-to-date reference on dairy manufacturers. Tells you which accounts are bad credit risks. Gives a complete list of all prospects . . . including key individual's name, products manufactured, size of plant, CREDIT RATING.

This information saves hundreds of dollars annually! Write for details.

DAIRY CREDIT BUREAU

1740 Greenleaf Ave., Chicago 26, Illinois

WORKSMAN CYCLES

The outstanding name in ice cream vending cycles



A complete line. Write for prices

WORKSMAN TRADING CORP.

446 Adelphi St.

Brooklyn 17, N. Y.

LIMPERT HAS SOUTHWEST WAREHOUSE

Limpert Brothers, Inc., with main offices in Vineland, New Jersey, has recently initiated shipments out of warehouse stock to the Texas-Louisiana territory. The firm's new warehouse is located in Houston, Texas. The firm's complete line of fruits, nutmeats, extracts, fountain syrups, toppings, and other products will be maintained there for the convenience of the ice cream trade in that section.

It was also announced recently that two of the firm's employees, August Mazzi and Thomas Moyer, have been presented with engraved watches as a reward for their twenty-five years of faithful service. The award was made at the annual Christmas Party, during which Gregory Limpert, Vice-President of the company, also awarded each employee with a Christmas bonus.

DISA MEETING SET FOR MARCH

Sixteen prominent dairy industrial personalities have been selected by a five-man nominating committee of Dairy Industries Supply Association to be candidates for six soon-to-be-vacated directorships of the trade group, the Board of which comprises eighteen directors in all. Elections to the posts will take place at DISA's 32nd annual meeting, March 22 to 23, at the Hotel Commodore in New York City.

Following the election of Directors, the Board will convene and elect the association's officers for the 1951-52 operating years. Present officers are: President, K. L. Wallace,

Walker-Wallace Ltd., Toronto; Vice President, R. D. Britton; Treasurer, Ralph L. Young, Urner-Barry Co., Philadelphia. John H. Mulholland, Milford, Delaware, one of the original organizers of the body, is Honorary President for Life.

Election of directors is to be merely one feature of an intensive 1951 meeting. Convening company executives will hear three nationally famous speakers on topics of national and international significance; will listen to reports from DISA committees active in urging governmental recognition of the essentiality of the dairy equipping and supplying industries; and will participate in a discussion of DISA policies and programs in a Defense Economy. Memorable entertainment is also promised attendees.

SUPPLY HOUSE CHANGES NAME

Brown-Rogers-Dixon Company, with offices in Atlanta, Georgia and Jacksonville, Florida, has been operating since January 1 under the name of the Dixon Company.

Herman R. Dixon, Chairman of the Board, declared that "we decided to change to a shorter name and one that is more significant of the present ownership of the company." The present name is the result of careful consideration, he said.

The firm's present representatives will continue to call on the trade in the same territories, from headquarters at 376 Nelson Street in Atlanta and 1202 Kings Avenue in Jacksonville.

HOOTON



CHOCOLATE FLAVORCOAT

Made with CHOCOLATE LIQUOR

better taste for ice cream
bars and novelties

HOOTON
CHOCOLATE COMPANY
NEWARK 7, NEW JERSEY

PURO

STABILIZERS

For Purotizing Fruits, for Ripples, for making Fudge Ripple
Sauce, also Sherbets & Ices.

The Standard for Over 25 Years!

BALCH

FLAVOR
COMPANY
(PURO DIVISION)

1309 ADAMS STREET

PITTSBURGH 12, PA.

NEW DISTRIBUTORS FOR SCHAEFER

Announcement has been made by Schaefer, Inc., Minneapolis, of the appointment of Town Equipment Company, 1323 North Capitol Avenue, Indianapolis, Indiana, as distributors of its complete line of ice cream cabinets.

Roger Erbe, head of Town Equipment Company, who is well known to ice cream manufacturers throughout Indiana, recently visited the Schaefer plant in Minneapolis where he spent several days becoming acquainted with the company's line, its facilities and its methods.

Complete warehouse stocks are being carried in Town Equipment's Indianapolis warehouse to provide prompt and efficient service to the trade. The Schaefer 1951 line comprises eight models of dipping cabinets from two-hole to twelve-hole, four sizes in the Clearview sliding glass top package merchandisers and one open top merchandiser.

Schaefer has also announced the appointment of Oklahoma Dairy Supply Company, Inc., 901-03 West Reno, Oklahoma City, Oklahoma, as distributors in that area.

OTTO HINTZ DIES

Otto Hintz, sales representative for the Hudson Manufacturing Company, vanilla manufacturers, died January 19 after suffering a heart attack. Services were held at Cross Lutheran Church in Burlington and burial took place in Milwaukee's Woodlawn Cemetery January 22.

Mr. Hintz represented Hudson in the Southern Wisconsin area. For many years prior to joining the Morton Grove, Illinois vanilla firm, he was associated with the Pet Milk Company.

What Flavor!



FLAVOR PURITY QUALITY

All these are yours when you use Beck Vanillas in your ice cream

Several territories are available
to salesmen, jobbers or brokers

Write us and get acquainted
with BECK'S good Vanillas

BECK Vanilla Products Co.
EAST ST. LOUIS • ILLINOIS



Chocolate Products
in the Great
Dutch Tradition

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CHOCOLATE CORP.

Manufacturers of • quality coatings for ice cream bars
• chocolate liquors • chocolate chips

Importers of • Holland-Dutch Cocos



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AMERICAN MAIZE TO STRESS SERVICE

In the event of a materials shortage, American Maize Products Company will continue to "sell" its customers, with a heavy emphasis on service, Charles H. Sanford, manager of Bulk Sales, said recently. This decision was adopted at the department's annual sales conference in Chicago in January, attended by the entire sales force.

The conference was marked by plant tours, round table trouble-shooting, and a quick course in starch chemistry, complete with a laboratory demonstration.

In addition to Mr. Sanford, who presided, other executive personnel who attended were James B. Melick, Vice President in Charge of Sales; B. R. Taylor, Manager of Planning & Development; E. E. Langeland, Plant Manager; W. R. Harman, Package Sales Manager; R. L. Lloyd, Sales Service Manager; and A. C. Hopkins, Jr., Assistant Bulk Sales Manager.

BERRY TO REPRESENT EMPIRE

Bill Rabin, sales manager of Empire Biscuits, Division of Airline Foods, announces the appointment of V. E. Berry, Jr., 1623 Arcade Building, St. Louis 1, Missouri, as factory representative in Missouri and Southern Illinois. Empire Biscuits manufactures ice cream sandwich wafers.

JOHN WYNMALEN IS DEAD

John A. J. Wynmalen, former President of Polak & Schwartz, Inc., died January 24 at the age of sixty-three. He made his home in Ridgewood, New Jersey.

Mr. Wynmalen started his career with Polak & Schwarz thirty-five years ago in Holland. He retired as president in 1946 and was Chairman of the Board until his death.

Classified Advertising

FOR SALE

FOR SALE: 1947 Dodge $\frac{1}{4}$ ton approx. 200 gallon body refrigerated with dry ice. New tires and tubes, 25,000 miles and in excellent condition. Fine for door to door delivery. McGregor Ice Cream Co. Inc., 118 Millikin Street, Hamilton, Ohio.

FOR SALE: Ice cream plant, two modern stores with fountains and numerous wholesale stops. Plant is up to date and situated on West Coast of Florida. Good lease on property. Reasonable price. Write Box 349, ICE CREAM FIELD, 19 W. 44th Street, New York 18, N. Y.

FOR SALE: Mills 5 gallon ice cream freezer, used 3 months. Price \$1000. Fehlinger's Ice Cream, 48 Ashley St., Ashley, Pa.

FOR SALE: 1 24-mold Volden novelty tank in good condition, used 2½ seasons. Replaced by larger tank. Price \$1000. FOB our plant, Ranch House Ice Cream Company, 209 N.E. 21st Street, Fort Worth 6, Texas.

FOR SALE: The season is about to begin. Long established, profitable ice cream vending business in Atlanta, Ga. Ideal climate, long season. Large number of carts, some scooters and car. Write Box 351, ICE CREAM FIELD, 19 W. 44th St., N. Y. 18, N. Y.

FOR SALE: 300 gallon York S. S. Holding Tanks with brine circulating coils; 100 and 200 gallon Round S. S. Pasteurizers; also 100 to 300 gallon Cherry-Burrell S. S. Spray Pasteurizers; 80 and 150 gallon Creamery Package Continuous Freezers; 125 to 1500 gallon Homogenizers or Viscolizers; Mojonnier S. S. Cabinet Coolers 8 wings each 72 tubes high; 6 ft. Cherry Surface Cooler 30-1" S. S. Tubes. Fillers, bottle washers, Vacuum Pans, Pumps, etc. Write or wire your requirements. Lester Kehoe Machinery Corp., 1 E. 42nd St. New York 17, N. Y. Telephone-MUrray Hill 2-4616.

FOR SALE: One 45 mold novelty tank with all necessary single and double molds and stickholders. One precision automatic bagger. One chocolate dipping tank. One liquid mold filler. One model 143 Anderson stick loader. One Anderson hand mold filler model 102. One Anderson twin holder loader. This is practically a complete set up for novelty manufacturing available before March 1st. Superior Dairy, Inc., Canton, Ohio.

FOR SALE: 7 single model Revco ice cream vending machines. Good condition. \$150 each or best offer for lot. Superior Dairy, Inc., Canton, Ohio.

FOR SALE: One \$1500 automatic custard machine at half price. Used three months. Price less compressor \$400. Elliott's Ice Cream Co., Paris, Ill.

FOR SALE: 150-gallon Creamery Package continuous freezer, good condition, \$1500. Will demonstrate. Wittig's Ice Cream, Inc., 1520 Lincoln Ave., Utica 4, N. Y.

FOR SALE: 1946 Studebaker, 600 gallon body. 5 plates, 4 doors. 1½ horsepower compressor. Like new. 1938 International 1½ ton truck, dry ice body, two doors, 450 gallon capacity. 1938 Ford, 250 gallon dry ice body, special delivery. 1950 ½ ton Ford, peddling body. (8,000 miles) 1947 Jeep, ice cream body. 1949 Crosley (like new) equipped with ice cream body, hot dog boilers, soda box. (11,660 miles) Two faced neon signs easily converted. Workman ice cream tricycles, tricycle parts. Can be purchased very cheap. Priced reasonable. Further details on request. Colonial Ice Cream Co., 112 Middletown Ave., New Haven, Connecticut.

FOR SALE: One Pur-Pak automatic ice cream packaging machine like new. Used only one season. Complete with filling nozzles for three flavors and single flavor. Priced right. Legion Ice Cream Co., 4251 S. State St., Chicago, Ill. Phone BO 8-2600.

FOR SALE: 1½ ton Dodge truck equipped with refrigerated body, 700 gallon capacity complete with cold plates and 1½ H.P. Unit in good condition. \$450.00. Legion Ice Cream Co., 4251 S. State St., Chicago, Ill. Phone BO 8-2600.

HELP WANTED

HELP WANTED: Salesman—With following among ice cream manufacturers, to represent nationally-known firm selling to ice cream manufacturers. Strong promotional line backed by advertising. Box 316, ICE CREAM FIELD, 19 W. 44th St., N. Y. 18, N. Y.

HELP WANTED: #1-Nationally advertised concern desires man to sell their processed fruits and extracts to the ice cream industry. Drawing account. Several choice territories open. Box 151, ICE CREAM FIELD, 19 W. 44th St., N. Y. 18, N. Y.

CITRIC ACID TARTARIC ACID

"Spray Dried"
POWDERED LEMON JUICE
37½ lb. in 250 lb. drums
BENTON-LEE CORP.
109 Cook St., Brooklyn 6, N. Y.

HELP WANTED: Salesman, Pennsylvania, flavors and specialties, established manufacturer. Present man called for military service. State details, remuneration, etc. Write Box 444, ICE CREAM FIELD, 19 W. 44th Street, New York, 18, N. Y.

HELP WANTED: A famous gelatine manufacturer seeks experienced full time sales representative, well known to the ice cream industry, to cover Pennsylvania; another for New England. Also an agency or broker operating out of Chicago for the mid-West; one for New Orleans covering the South; and one from Texas to cover the Southwest. Box 350, ICE CREAM FIELD, 19 W. 44th Street, New York 18, N. Y.

WANTED TO BUY

WANTED TO BUY: 1 150-gallon Vogt ice cream freezer, must be in good condition. Ranch House Ice Cream Co., 209 N.E. 21st St., Fort Worth 6, Texas.

POSITION WANTED

POSITION WANTED: Graduate in dairy manufacturing wants position in ice cream plant. Good experience and future desired. Age 26, married. Box 352, ICE CREAM FIELD, 19 W. 44th Street, New York 18, N. Y.

POSITION WANTED: Plant Superintendent or Production Manager ice cream plant. 25 years experience producing quality products throughout South. Know how to operate install and service refrigeration plant. Consider any reasonable offer with future. Appreciate inquiries. F. B. Hall, 801 N. Davis Ave., Richmond, Va.

RATES: machinery, equipment and supplies for sale or wanted to buy, 6c a word (including address) for each insertion; help and positions wanted, 2c a word (including address). Bold face type double regular rates. Minimum charge \$1.00.

SHOULDER VENDING BOXES



- Light in Weight
- Insulated throughout with ½" celotex
- Welded Corners for strength
- Twin Covers for ease in dispensing

Holds ice cream 4 to 6 hours (with dry ice)

DODDS SUPPLY CO.

CLARENCE

NEW YORK



Have YOU tried it?



- FOR QUALITY AND PROFITS
- EASY TO USE—ECONOMICAL

CP SHER-VEL All-Purpose Stabilizer

THE CREAMERY PACKAGE MFG. COMPANY

General Offices: 1243 W. Washington Boulevard, Chicago 7, Illinois
Sales Branches in 21 Principal Cities

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